**Marshall University**

**CMM 207: Business and Professional Speaking**

**Spring 2013, Tuesdays and Thursdays 12:30 – 1:45, Smith Hall Room 227**

Dr. Cynthia Torppa Office Hours: Mondays 2:00 – 3:45 pm

245 Smith Hall Tuesdays 10:00 – 12:30 pm

304-696-3901 Wednesdays 1:00 – 3:45 pm

[torppa@marshall.edu](mailto:torppa@marshall.edu) Thursdays 10:00 – 12:30 pm

**University Policies**

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at [www.marshall.edu/academic-affairs/policies](http://www.marshall.edu/academic-affairs/policies): Students with Disabilities | Affirmative Action | Computing Services Acceptable Use | Excused Absence (undergraduate) | Academic Dishonesty | Inclement Weather | MU Alert

**Course Description**

|  |
| --- |
| A study of the communication demands and skills relevant to the student’s future role as a business or professional person. |

**Relationships among Course, Program, and Degree Profile Outcomes**

|  |  |  |
| --- | --- | --- |
| **Course Outcomes** | **How Accomplished in this Course** | **How Evaluated in this Course** |
| Students will identify and explain principles and terms common to business and professional communication. | Lecture, reading, in-class discussion and activities. | demonstrated knowledge of concepts and ability to classify, describe, restate concepts about communication processes on midterm and final exams. |
| Students will recognize communication contexts (interpersonal, group, organizational, and public). | Lecture, reading, in-class discussion and activities. | demonstrated ability to apply concepts in written assignments and oral presentations. |
| Students will analyze communication contexts in order to develop effective messages. | Lecture, reading, in-class discussion and activities, library research, written outlines and audience analyses. | demonstrated ability to synthesize and evaluate communication contexts in written assignments and oral presentations. |
| Students will research, organize and deliver informative presentations. | Lecture, reading, in-class discussion and activities, library research, written outlines, oral presentations. | demonstrated research, organization, and delivery ability in written assignments and oral presentations. |
| Students will research, organize and deliver persuasive presentations. | Lecture, reading, in-class discussion and activities, library research, written outlines, oral presentations. | demonstrated research, organization, and delivery ability in written assignments and oral presentations. |
| Students will demonstrate knowledge and competence in the interviewing process. | Lecture, reading, in-class discussion and activities, library research, written assignments and in-class job interview simulations. | demonstrated knowledge and competence in the interviewing assignment including cover letters, resumes, thank you letters, interview questions, self analyses and evaluations. |
| Students will research, organize and deliver crisis briefings presentations. | Lecture, reading, in-class discussion and activities, library research, written outlines, oral presentations. | demonstrated research, organization, and delivery ability in written assignments and oral presentations. |

**Required Texts, Additional Reading, and Other Materials**

|  |
| --- |
| **1.** DiSanza, J. R., & Legge, N. J. (2009).  *Business and professional communication.* Boston: Pearson Education Inc.  **2.** *Business and Professional Communication Student Workbook – 3rd Edition* |

**Access to this Syllabus**

|  |
| --- |
| This is the only physical or hard-copy of this syllabus you will receive. Electronic versions of this syllabus can be accessed on MU Online (Blackboard) and MyMU under the appropriate course listing. |

**Course Requirements / Due Dates**

|  |
| --- |
| **Outlines are due when the presentation is given. Presentations will be assigned to each student within the range of dates listed alongside each specific assignment.**  **Points Due on the date assigned between:**  Informational Technical Outline 25 Topic and resources due – January 29th  Outline due with presentation  Sales Outline 30 Topic and resources due – February 14th  Outline due with presentation  Position Description, Research, Résumé  & Cover Letter 85 March 14th  Thank You Letter 15 March 14th  Persuasive Proposal Outline 50 Topic and resources due – March 28th  Outline due with presentation  Crisis Briefing Outline 60 Topic and resources due – November 29  Outline due with presentation  **Total Points 345**  **Oral Assignments:**  Informational Technical Presentation 60 February 5th through 12th  Sales Presentation 70 February 19th through 26th  Employment Interview 80 Interview Stream due by 5:00 pm, March 29th  Persuasive Proposal Presentation 100 April 4th through 11th  Crisis Briefing Presentation 120 April 23rd through 30th  **Total Points                350**  **Exams:**  Midterm 60 March 5th  Final Exam (Comprehensive) 120 As scheduled by Marshall University  **Total Points Possible                                    875** |

**Grading Policy**

|  |
| --- |
| A = 90 - 100% B = 80- 89% C = 70-79% D = 60-69% F = 59% or less |

**Attendance, Assignments, and Classroom Policies**

|  |
| --- |
| The purpose of this course is to help you develop presentational communication skills that you’ll need and practice in your professional life. To get as much value from this course as you can, it is important that you (a) read the text and the work book, (b) research your presentation topics, write organize outlines of your presentations, and practice your presentations before giving them to the class, (c) and equally important, observe and evaluate your peers’ successes and challenges as they share their presentations with the class. For those reasons, it is essential that you attend class and take part in our class activities, assignments, and presentations. It is highly likely that missing classes will prevent you from learning the skills you’ll need to create and give optimally successful presentations. Similarly, missing classes will make learning the content of your text book and workbook more difficult and so may result in a reduction in your midterm and final exam scores as well. Perhaps most importantly, you will also miss out on the learning that observing your peers’ presentations will provide, and you’ll deprive your peers of the audience they need to enhance their abilities.  **How many absences will be tolerated?**  You are encouraged to attend class each session, however, I will tolerate up to three (3) missed classes without an excused absence report from the Dean of Students’ office without penalty, HOWEVER, **each additional unexcused absence will result in a 40 point reduction (roughly 5% of the total course grade) from the sum of points you earn on your assignments.** These unexcused absences may be used if you have a bad cold but don’t need to go to the doctor’s office, or if you are unable to drive to campus during severe weather, or for similar types of problems. In order to make up missed work, you must contact me promptly when you have missed a class during which assignments are due.  **Making-Up Missed Presentations:**  Students *may* be permitted to make-up *one* missed presentation without a university approved excuse. If you are given permission to make-up a missed presentation, it can only be rescheduled only one time and it must be given within two class periods of the missed presentation (or before classes end on May 2). Any subsequent unexcused missed presentations cannot be rescheduled and you and will receive a zero for both the missed presentation and the preparation outline for that presentation. All presentations must be given in class for your peers.  **Late Outlines.** Students *may* be permitted to turn in *one* outline later than the date on which the presentation is given without a university approved excuse. A late outline must be turned in by the subsequent class period. **Students must turn in hard copies of all written assignments – no electronic copies will be accepted.**  **Mobile Phones and Computers**  University policy allows students to carry mobile phones to the classroom, but they must be set on vibrate or silent so they do not disrupt the class. Please do not text, surf, or otherwise use your mobile devices during class. Similarly, if you bring your laptop or tablet to class, please use it to take notes rather than for other purposes.  **Tardiness**  Please arrive on time. If late, please stop before entering the classroom and listen at the door to ensure that you do not enter during a peer’s oral presentation. If a presentation is in progress, wait outside the door until you hear the presentation end. |

**Course Schedule**

|  |  |
| --- | --- |
| **Week** | **Reading Assignments/In-class Topics and Activities** |
| 1  January  15 & 17 | Introduction  Chapters 1: The Role of Communication in Business and the Professions |
| Orientation to Assignments  Chapter 6: Considering Audience Feedback |
| 2  January  22 & 24 | Chapter 7: Preparing and Delivering Presentations  Chapter 8: Creating and Using Visual Aids |
| Chapter 9: Technical Presentations |
| 3  January  29 & 31 | Chapter 2: Listening and Feedback in Organizational Relationships  *Technical Presentation topic and resource list is due* |
| Chapter 11: Sales Presentations and  Selected Pages from Chapter 10: Proposal Presentations |
| 4  February  5 & 7 | Technical Presentations |
| Technical Presentations |
| 5  February  12 & 14 | Technical Presentations |
| Chapter 4: Interpersonal Politics and Power in Communication  *Sales Presentation topic and resource list is due* |
| 6  February  19 & 21 | Sales Presentations |
| Sales Presentations |
| 7  February  26 & 28 | Sales Presentations |
| Catch-up; Midterm Review |
| 8  March  5 & 7 | Midterm, Chapters 1, 2, 4, 6, 7, 8, 9, 10, and 11 |
| Chapter 3: Working in Groups and Teams  Chapter 5: Professional Interviews |

|  |  |
| --- | --- |
| 9  March  12 & 14 | Chapter 5: Professional Interviews, continued |
| Chapter 5: Professional Interviews, continued  *Position Description, Research, Resumes and Coverletters due* |
| 10  March  19 & 21 | Spring Break |
| 11  March  26 & 28 | Interviews |
| Interviews  *Proposal Presentation topic and resource list is due* |
| 12  April  2 & 4 | Chapter 10: Proposal Presentations |
| Proposal Presentations |
| 13  April  9 & 11 | Proposal Presentations |
| Proposal Presentations |
| 14  April  16 & 18 | Chapter 13: Crisis Communication  Chapter 12: Risk Communication  *Crisis Presentation topic and resource list is due* |
| 15  April  23 & 25 | Crisis Presentations |
| Crisis Presentations |
| 16  April 30 &  May 2 | Crisis Presentations |
| Catch-Up, Review for Final Exam |
| Finals Week  May  6 through 10 | Comprehensive Final Exam (all chapters will be included): As scheduled by Marshall University  Tuesday, May 7th from 12:45 to 2:45 pm |

\* Note: All class time will be used; if presentations take less time than scheduled, lecture, discussion, and/or other class activities will be conducted.