

## Marshall University

Course Title/Number	Business and Professional Speaking, CMM 207
Semester/Year	Fall 2013
Days/Time	Section 101 MWF 10:00 – 10:50 , Section 102 11:00-11:50 MWF
Location	Sections 101 and 102 meet in Smith Hall 227
Instructor	Linda Cole
Office	251 SH
Phone	6-5291
E-Mail	colel@marshall.edu
Office/Hours	Mon/Wed/Fri 9:30-10:00 and MW 1:00-2:00 Tuesday/Thursday 9:30-11:00 and 12:30-2:00  Other hours by appointment
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at <a href="http://www.marshall.edu/academic-affairs/policies">www.marshall.edu/academic-affairs/policies</a>  Students with Disabilities   Affirmative Action   Computing Services Acceptable Use Excused Absence (undergraduate)   Academic Dishonesty   Inclement Weather   MU Alert

### Course Description: From Catalog

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

### General Education Program Student Learning Outcomes

Upon completion of the Core Curriculum at Marshall University, students will be able to master the following Core Domains of Critical Thinking:

1. Aesthetic/Artistic
2. Communication (Oral, Written, Visual)
3. Information Literacy
4. Mathematical and Abstract
5. Multicultural/International
6. Scientific
7. Social/Ethical/Historical

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

Course Outcomes	How Accomplished in this Course	How Evaluated in this Course	Program Outcomes	Degree Profile Outcomes
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	2	Specialized Knowledge Applied Learning

		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.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning
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.	2, 3, 4	Specialized Knowledge Broad, Integrative Knowledge Applied Learning
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.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning
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.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning
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.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning
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.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning

### 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 – 3<sup>rd</sup> Edition*

### Course Requirements / Due Dates

**Written Assignments: Presentation outlines are due when the presentation is given. Students will assigned a date for each presentation in class. Presentations will be assigned, as noted on the course schedule, within the range of dates listed alongside each specific assignment.**

	<u>Points</u>	<u>Due on the date assigned between:</u>
Informational Technical Outline	25	Week 4
Sales Outline	30	Week 7
Employment Interview	100	Week 9

Proposal Outline	50	Week 11
<b>Oral Assignments:</b>		
Informational Technical Presentation	60	Refer to above dates for Speeches
Sales Presentation	70	
Persuasive Proposal Presentation	100	
Taped Interview	80	
<b>Exams:</b>		
Midterm	60	Week 8 (Time TBA)
Final Exam (Comprehensive)	120	TBA
<b>Total Points Possible</b>	<b>695</b>	

### Grading Policy

Grades will be calculated on a straight scale:

A = 90%      C = 70%      F = 59% or less  
 B = 80%      D = 60%

### Attendance Policy

The emphasis of this course is on communication. You must be willing to participate and seek feedback from your instructor and peers in order to improve your communication skills, therefore, it is essential that you attend class and take part in exercises and assignments. It is highly likely that missing classes will (a) prevent you from understanding expectations for assignments and will result in a reduction in your ability to earn high scores on your oral and written assignments and (b) will make learning the content of your text book and workbook more difficult and so will result in a reduction in your midterm and final exam scores as well.

Absences that are approved by the University will be excused when the student reports and verifies them with the instructor. You must contact your instructor about any absence and make arrangements for make-up work. Make-up work will be permitted at the discretion of the instructor. Failure to notify your instructor promptly may result in your not getting credit for missed assignments and not being able 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 one time and it must be given within two class periods of the missed presentation. Any subsequent unexcused missed presentations cannot be rescheduled and you 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 (not to your instructor in her office).

**Course Schedule**

<b>Week</b>	<b>Reading Assignments/In-class Topics and Activities</b>
1	Introduction
	Chapter One/ Lecture Read 2 Communication in Business
Week 2	Chapter 2 (listening and feedback) Chapter 4 (power and politics in the workplace)
	Discuss assignment I the Technical Presentation Read Chapters 6, 7 and 9
Week 3	Chapter 6 (audience feedback) Chapter 7 (preparing and delivering the speech) Chapter 9 Technical presentations
	Topics discussed
4	Technical Presentations DUE
	Technical Presentations
Week 5	Technical Presentations Read Chapter 11 (sales presentations)
Week 6	Discuss Chapter 11
Week 7	Sales Presentations
	Sales Presentations
Week 8	Sales Presentations conclude MID-TERM EXAM
	Review Interview Assignments, Chapter 5: Professional Interviews/ Conduct Interviews with Career Center
Week 9	Chapter 5: Professional Interview
	Conduct Interviews (taped) with Career Centers on-line Turn in Resume, Cover Letter and Thank You Letter
Week 10	Chapter 10

Week 11	Chapter 10 Proposal Presentations
12	Chapter 10: Proposal Presentations Due
13	Proposal Presentations Due
14	Thanksgiving Break No class Nov 25-29
15	Crisis and Risk Communication
16	Review for final, speech makeups
<b>Final Exam as Scheduled by the University</b>	

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

This is the only paper copy being distributed

Please silence cell phones before entering class. No texting or reading texts during class as a courtesy to the Instructor as well as your classmates.

The student is responsible for any missed handouts or information about assignments. If you miss class, it is your responsibility to find out what happened in class that day and to get a copy of any handout provided.