

## Marshall University

Course Title/Number	Business and Professional Speaking, CMM 207
Semester/Year	Spring 2014
Days/Time	Section 201 11-11:50 MWF Section 202 2-3:15 MW and Section 204 9:30-10:45 Tues/Thurs
Location	Section 201 is located in SH 232 Section 202 is located in SH414 and Section 204 is located in SH261
Instructor	Linda Cole
Office	251 SH
Phone	6-5291
E-Mail	colel@marshall.edu
Office/Hours	MWF 10-11am and 1-2pm MWF Tuesday/Thursday 10:45 to 12:30  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 midterm and final exams.	2	Specialized Knowledge Applied Learning

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* –

### Course Requirements / Due Dates

<b>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.</b>		
	<u>Points</u>	<u>Due on the date assigned between:</u>
Informational Technical Outline	25	Week 4
Sales Outline	30	Week 7
Employment Interview	80	Week 9
Proposal Outline	50	Week 11

**Oral Assignments:**

Informational Technical Presentation	60	Refer to above dates for Speeches
Sales Presentation	70	
Persuasive Proposal Presentation	100	
Employee Interview	180	

**Exams:**

Midterm	60	Week 8 (Time TBA)
Final Exam (Comprehensive)	120	TBA

<b>Total Points Possible</b>	<b>695</b>
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**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 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
Week 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	Spring Break No Class

Week 11	Chapter 10 Proposal Presentations
12 Week 12	Chapter 10: Proposal Presentations
Week 13	Proposal Presentations Due
Week 14	Proposal Presentations Continue
Week 15	Crisis Communication Chapter 12 and Risk Communication Chapter 13
Week 16	
<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.