

Marshall University

Course Title/Number	CMM 207, Section 205 Business and Professional Speaking
Semester/Year	Spring 2014 (CRN: 2726)
Days/Time	Tuesdays and Thursdays 11:00 am to 12:15 pm
Location	Smith Hall Room 261
Instructor	Dr. Cynthia Torppa
Office	245 Smith Hall
Phone	304- 696-3901
E-Mail	torppa@marshall.edu
Office/Hours	Tuesdays 10:00 am – 11:00 am 1:45 pm – 4:00 pm Wednesdays 10:00 am – 11:00 am 1:00 pm – 4:00 pm Thursdays 10:00 am – 11:00 am
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 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 – 4th Edition*

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.

	<u>Points</u>	<u>Due on the date assigned between:</u>
Informational Technical Outline	25	Topic and resources due – January 28 th Outline due with presentation
Sales Outline	30	Topic and resources due – February 13 th Outline due with presentation
Position Description, Research, Résumé Cover Letter and Thank You Letter	100	March 13 th
Persuasive Proposal Outline	50	Topic and resources due – March 27 th Outline due with presentation
Crisis Briefing Outline	60	Topic and resources due – April 17 th Outline due with presentation
Total Points	345	
Oral Assignments:		
Informational Technical Presentation	60	February 4 th through 11 th
Sales Presentation	70	February 18 th through 25 th
Employment Interview	80	Interview Stream due by 5:00 pm, March 27 th
Persuasive Proposal Presentation	100	April 3 th through 10 th
Crisis Briefing Presentation	120	April 22 nd through April 29 th
Total Points	350	
Exams:		
Midterm	60	March 4 th
Final Exam (Comprehensive)	120	Thursday, May 8 th at 10:15 am
Total Points Possible	875	

Grading Policy

Grades (A through F) will be based on the point scale presented below, which roughly represents a percentage scale with 90-100% earning an A, 80-89% earning a B, 70-79% earning a C, 60-69% earning a D, and scores at 59 or below earning an F for the course. The table below shows the range of points for each range of percentages.

A	787 - 875	90 – 100%
B	700 - 786	80 – 89%
C	612 – 699	70 – 79%
D	525 - 611	60 – 69%
F	524 or below	0 – 59%

Deadlines and Make-Up Policy

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. Any subsequent unexcused missed presentations will not 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).

Late Outlines. Presentation outlines are due when the presentation is given. All late assignments will be penalized 10% per calendar day.

Attendance & Assignments Policies

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.

How many absences will be tolerated?

You must be present to acquire the skills this course is designed to teach, whether you are the presenter or a critical observer of other presenters. Consequently, an excessive number of absences will prevent you from receiving a passing grade. You may miss up to two (2) classes without an excused absence report from the Dean’s office without a penalty, HOWEVER, each additional unexcused absence will result in a 40 point reduction from the sum of points you earn on your assignments (which is roughly 5% of your course grade).

Course Schedule

Week	Reading Assignments/In-class Topics and Activities
1 January 14 & 16	Introduction Chapters 1: The Role of Communication in Business and the Professions Chapter 6: Considering Audience Feedback
2 January 21 & 23	Chapter 7: Preparing and Delivering Presentations Chapter 8: Creating and Using Visual Aids Chapter 9: Technical Presentations
3 January 28 & 30	Chapter 2: Listening and Feedback in Organizational Relationships <i>Technical Presentation topic and resource list is due</i> Chapter 11: Sales Presentations and Selected Pages from Chapter 10: Proposal Presentations
4 February 4 & 6	Technical Presentations Technical Presentations
5 February 11 & 13	Technical Presentations Chapter 4: Interpersonal Politics and Power in Communication <i>Sales Presentation topic and resource list is due</i>
6 February	Sales Presentations

18 & 20	Sales Presentations
7 February 25 & 27	Sales Presentations
	Catch-up; Midterm Review
8 March 4 & 6	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 11 & 13	Chapter 5: Professional Interviews, continued
	Chapter 5: Professional Interviews, continued <i>Position Description, Research, Resumes and Coverletters due</i>
10 March 18 & 20	Spring Break
11 March 25 & 27	Interviews
	Interviews <i>Proposal Presentation topic and resource list is due</i>
12 April 1 & 3	Chapter 10: Proposal Presentations
	Proposal Presentations
13 April 8 & 10	Proposal Presentations
	Proposal Presentations
14 April 15 & 17	Chapter 13: Crisis Communication Chapter 12: Risk Communication <i>Crisis Presentation topic and resource list is due</i>
	Crisis Presentations
15 April 22 & 24	Crisis Presentations
	Crisis Presentations
16 April 29 & May 1	Crisis Presentations
	Catch-Up, Review for Final Exam
Finals Week May 5 through 9	Comprehensive Final Exam (All Chapters will be included): As scheduled by Marshall University on May 8 th at 10:15 am

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