

**Marshall University**  
**CMM 207: SECT. 206**  
**CRN#: 2774**  
**Spring 2017**

**Instructor: Ms. Anita Lane**

**Office Hours: T & TH 11-12:00**  
**M & W 1:00-2:00**  
**T & TH 4:00-5:15**

**SH 227**

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**304.696.6786**

**740.250.5540**

**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 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

**Required Text and Workbook:**

1. \_\_DiSanza, J. R., & Legge, N. J. (2009). *Business and professional communication*. Boston: Pearson Education Inc.

2). *Business and professional communication Student Workbook* –only available in MU Bookstore

**Relationships among Course & Program:**

	<b>How Accomplished</b>	<b>How Evaluated</b>
Students will identify and explain principles and terms common to business and professional communication	<b>Lecture, reading, inclass discussion and activities</b>	demonstrated knowledge of concepts and ability to classify, describe, restate concepts about communication processes on midterm and final exam
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 analysis	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 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.
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.

### Computer 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.**

Points Due on the date assigned between:

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 syllabus for presentation dates
Sales Presentation	70	
Persuasive Proposal Presentation	100	
Employee Interview	180	

#### Exams:

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

**Total Points Possible 695**

#### Grades will be calculated on a straight scale

A = 90% C = 70% F = 59% or less

B = 80% D = 60%

#### Counseling Center

Marshall University 1st Floor Prichard Hall Huntington, West Virginia 25755 Phone: 304-696-3111 Fax: 304-696-2288

**Hours:** Monday-Friday 8:00 a.m. – 5:00 p.m. Walk-In Hours: Monday-Friday (Fall & Spring semesters)

1:00 – 4:00 p.m. Evening hours available by appointment.

#### S.H.E.P (Student Health Education Program)

Students can access many health benefits by being a Marshall University student.

### **Marshall University Writing Center**

LOCATION #1: 2nd floor of Drinko Library

PHONE: 304-696-6254

EMAIL: [writing@marshall.edu](mailto:writing@marshall.edu)

LOCATION #2: Your Computer! We offer virtual appointments for all Marshall students, including distance learners. If you would prefer to work with a tutor virtually, look for tutors with "online" and/or "eTutoring" designations.

### **Attendance Policy**

The emphasis of this course is on communication. You must be engaged in our in-class discussions and participate in our in-class activities to develop the depth of knowledge and important skills this course is designed to teach. It is highly likely that missing classes will prevent you from understanding expectations for assignments and will result in a reduction in your ability to earn high scores on your assignments. Missing class will also make learning the content of this course more difficult and so will result in poor performance on your midterm and final exams and on your projects and papers. Absences that are excused by the University will be accepted 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 and complete make-up work promptly may result in the loss of opportunity to make-up missed work.

### **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 of Student Affairs' office without penalty, HOWEVER, each additional unexcused absence will result in a 17 point reduction from the sum of points you earn in this course (which is roughly 10% of your course grade).

### **Missed Exams/Late Papers**

Whenever you miss an exam with a university excused absence, these may be made up with arrangements made by calling the office phone number and scheduling a time to make the test up at the regional campus office with the office staff.

Late papers will be penalized with a 10 point automatic deduction of points from the start of the grade for the first week, an additional 10 points for each week afterward. I will accept late papers up to Dead Week for half credit at the start of the grading. Points will be deducted accordingly from the start of the paper. For example, when papers are turned in on-time everyone starts with a 100 percent, after grading points are deducted for errors or where improvements are necessary—the student may end up with 90%. Papers turned in the following

Tuesday will begin with a possible 90% before grading deductions. Papers turned in the second Tuesday after they are due begin with a possible 80% before grading deductions. Late papers turned in Dead-week start with a possible 50% before grading deductions. Remember that things happen and half credit is always better than a calculated 0.

*Those of you who choose to utilize the writing center can earn up to 10 points extra credit for using these services for your papers. Please provide me with proof of your online writing tutoring to receive this credit.*

**Mobile Devices / Computer Policy**

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 to class, please use it to take notes rather than for other purposes.

**Course Schedule (\*\*This schedule and tentative and subject to change\*\*\*)**

<b>Week</b>	<b>Topic</b>
1	Introduction Chapter One/ Lecture 2 Communication in Business
2	Discussion of Chapters 1 & 2 Read Chapter 4 Discuss assignment I the Technical Presentation Read Chapters 6, 7 and 9
3	Chapter 6 (audience feedback) Chapter 7 (preparing and delivering the speech) Chapter 9 Technical presentations Topics discussed
4	Technical Presentations DUE
5	Technical Presentations DUE Read Ch. 11-Sales Presentation
6	Discussion Ch. 11

7	Sales Presentations
8	Sales Presentations MID TERM EXAM Review Interview assignments, Ch. 5 Conduct Interviews with Career Center
9	Ch. 5 Conduct Interviews (taped) with Career Center Turn in Resume, Cover Letter and Thank You Letter
10	Ch. 10 Proposal Presentations
11	Spring Break
12	Ch. 10 Proposal Presentations

13	Ch. 10 proposal presentations
14	Proposal Presentations
15	Crisis Communication: Ch 12
16	<b>Review and Catch up</b> <b>Final EXAM TBA</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.