

# Marshall University

Course Title/Number	<b>Interviewing CMM 406/506</b>
Semester/Year	Fall 2016
Days/Time	Wednesday 4-6:20 PM
Location	SH 232
Instructor	Cam Brammer, PhD
Office	Smith Hall 244
Phone	(304) 696-2810 Home Phone: (304) 522-2194
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Office/Hours	Monday through Friday from 10:00 to 12:00 and 3:00 to 4:00
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

CMM 406/506(3 Hours Undergraduate & Graduate Credit).  
Individuals seek information from one another through the interview. Differing from a conversation, interviewing is a purposeful, planned form of interpersonal communication, where inquiry and response are involved in dyadic interaction. In this course, both theory and application of skills are emphasized. Axiomatic to our study is that **interviewing is an art as well as a skill that one can learn to use well.**

## Undergraduate Program Student Learning Outcomes

Upon completion of the BA in Communication Studies students will:

1. Understand basic concepts associated with the primary theories of communication.
2. Write a clear, concise, and reasoned paper on topics dealing with the concepts of communication.
3. Understand the research literature underlying the discipline of communication.
4. Demonstrate speaking competencies by composing a message, provide ideas and information suitable to the theory and audience.
5. Basic understanding of the nature of scientific inquiry, as applied to human behavior.
6. Familiarity with four research methods commonly used to study human communication behaviors.
7. Greater skill in analytical thinking and writing.
8. Demonstrate 'sense-making', the ability to apply knowledge to lived experience.

## Graduate Program Student Learning Outcomes:

Students who earn a MA in Communication Studies will:

1. Distinguish among the major theoretical approaches to communication
2. Achieve mastery knowledge of a theory or program of research.
3. Describe major theories/research programs in a communication field (e.g., interpersonal, organizational, public, health).
4. Apply theoretical knowledge of communication to a particular context or situation.
5. Demonstrate critical thinking/listening skills.
6. Communicate effectively applying standards of the communication discipline.
7. Explain major communication methodologies.
8. Describe the validity elements of a major communication methodology.
9. Analyze/apply a communication research methodology in a particular communication field (e.g., interpersonal, organizational, public, health) and situations.

## **Degree Profile Outcomes:**

1. Knowledge: Specialized knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills: Analytic Inquiry
4. Intellectual Skills: Use of Information Resources
5. Intellectual Skills: Engaging diverse perspectives
6. Intellectual Skills: Quantitative fluency
7. Intellectual Skills: Communication fluency
8. Applied Learning
9. Civic Learning

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

Course Outcomes	How Practiced in this Course	How Evaluated in this Course	Program Outcomes	Degree Profile Outcomes
Define and describe the interviewing process, identifying the different types and techniques used.	Lecture, class activities, class discussion, viewing professional interviews	Class discussions and evaluation of written papers and exams.	1, 3,5 ,8 3,4,5,6,9	1,2,3,4,5,7,8
Understand interviewing as applied to various business/research/media contexts comprising contemporary society.	Lecture, class activities, class discussion, viewing professional interviews	Class discussions and evaluation of written papers and exams.	1,2,3,4,5,7,8 3,4,5,6,9	1,2,3,4,5,7,8
Practice active listening.	Class activities/peer feedback	Class discussions and evaluation of written papers.	1,3,8 4,5,6,9	
Examine strategies relative to planning and conducting interviews.	Lecture, class activities, class discussion, viewing professional interviews	Class discussions and evaluation of written papers and exams/peer feedback	1,2,3,6 3,4,5,6,9	1,2,3,4,5,7,8
Identify and apply steps in structuring an interview.	Lecture, class activities, class discussion, viewing professional interviews	Class discussions and evaluation of written papers and exams.	1,2,3,6 3,4,5,6,9	1,2
Develop questioning strategies in an interview.	Lecture, class activities, class discussion, viewing professional interviews	Class discussions and evaluation of written papers and exams.	1,2,3,6 3,4,5,6,9	1,2
Recognize and evaluate personal interviewing skills and adapt those to the demands of particular settings.	Lecture, class activities, class discussion, viewing professional interviews	Class discussions and evaluation of written papers and exams/peer feedback	1,2,3,6,7,8 3,4,5,6,9	1,2,3,4,5,7,8
View interviewing as both an art and a science.	Lecture, class activities, class discussion, viewing professional interviews	Class discussions and evaluation of written papers and exams/peer feedback	1,3,8 3,4,5,6,9	1,2,8

### Suggested Texts, Additional Reading, and Other Materials

Stewart, C. J. and Cash, W. B., Jr., (2014). *Interviewing: principles and practices* (14th ed.). New York: McGraw Hill Companies, Inc.

### Course Requirements

**CRITICAL FOCUS ANALYSIS:** Students will analyze **three** selected video segments of professional interviews to test their understanding of the principles, practices, and procedures as applied to business/ research/ media arenas. The 2-3 page assessment should discuss findings and present recommendations for improvement. **(50 points)**

**CHAPTER ACTIVITIES:** Students will complete **three** activities from the text. These are at the end of each chapter. You may not select three activities from the same chapter. **(25 points each)**

**CLASS ACTIVITIES:** These will occur at various times during the semester. Time will determine how many are completed. **(10 points each)**

**Graduate Students will prepare two abstracts on Interviewing from current literature (50 points each)**

**Graduate Students will analyze:**  
a survey instrument/questionnaire using the procedures and guidelines discussed by Stewart and Cash. The analysis should be approximately 2-3 pages in length and follow APA style format. Include a copy of the survey with your analysis paper. **(50 points)**

**MIDTERM (50 points)**

**FINAL EXAM (100 points)**

#### Grading Policy

90.00 – 100	A
80.00 – 89.00	B
70.00 – 79.00	C
60.00 – 69.00	D
Below 60.00	F

#### Attendance Policy

Students are expected to attend each class. Unexcused absences from **three** classes will result in a reduction of one letter grade for the semester; unexcused absences from **four or more** classes will result in an F. To obtain an excused absence, please go to the Dean of Students' Office in the MSC. Attendance is required for all class sessions.

#### Additional Policies:

Students are responsible for any information or handouts that they miss during an absence.

Please silence cell phones immediately upon entering class. **DO NOT** text or read texts during this class.

Students are not to leave class to answer a phone call. If you feel the need to do so, please do not re-enter.

This will be the only paper copy of the syllabus that will be distributed. Please hold on to it.

### Course Schedule Fall 2016

Week	Sections
Aug. 23	Introduction
Aug. 31	An Introduction to Interviewing Chapter 1
Sept. 7	An Interpersonal Communication Process Chapter 2
Sept. 14	Questions and Their Uses Chapter 3
Sept. 21	Structuring the Interview Chapter 4
Sept. 28	The Informational Interview Chapter 5
Oct. 5	<b><u>Review: Midterm</u></b>
Oct. 12	The Survey Interview Chapter 6
Oct. 19	The Recruiting Interview Chapter 7
Oct. 26	The Employment Interview Chapter 8
Nov. 2	The Performance Interview Chapter 9
Nov. 9	The Persuasive Interview: The Persuader & The Persuadee Chapter 10
Nov. 16	The Counseling Interview Chapter 11
Nov. 23	<b><u>FALL BREAK: THANKSGIVING</u></b>
Nov. 30	The Health Care Interview Chapter 12
	<b>FINAL EXAM Wednesday, December 14, 2016 4PM -6PM</b>

### **NOTES**