

COMM 1321-05 Syllabus

Fall 2017

TR 5:30-6:50

Instructor Information

Instructor

Andre A. Favors, M.S.

Email

afavors@lamar.edu

Office Location & Hours

Carl Parker (Advising Wing) Room 122
MWF 8:00-9:00 and TR 4:00-5:00 or by
appointment (call 409 880 8822)

General Information

Course Description

Application of the fundamentals of speech production to the needs of the professional person. For non-communication majors.

Course Objectives and Student Learning Outcomes

Students who successfully complete this course will be able to:

Practice basic public speaking skills through the creation and presentation of both an informative and persuasive speech.

Apply the skills of interviewing through the planning and implementation of information gathering and persuasive interviews.

Demonstrate an understanding of chain of command and subordination through the development of an organizational chart delineating the departments, positions, and lines of communication among members of a business of their choice.

Prepare a portfolio for a business of their choice which includes a budget, business plan, explanation of business goals and forecasts for future productivity.

Employ group communication techniques through the development of a presentation of their business portfolios.

As a course that meets the Communication Foundational Component Area of the THECB core curriculum students in this course will also:

Focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively.

Understand the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

Develop critical thinking skills through: creative thinking, innovation, inquiry, analysis, evaluation, and synthesis of information.

Develop the ability to work well in teams by considering differing points of view and to work effectively with others to support a shared purpose or goal.

Practice personal responsibility by connecting choices, actions, and consequences to ethical decision making.

Course Materials

Required Texts

Adler, R.B. & Elmhorst, J.M. (2013). *Communicating at work: Principles and practices for business and the professional*, 11th ed. McGraw Hill. ISBN: 9780078036804

Denning, P.J, & Dew, N. (2012). The profession of IT: The myth of the elevator pitch. *Communications of the ACM*, 55(6), 38-40. (will be accessible in Blackboard)

Fonow, M.M, & Franzway, S. (2016). Queering labor. *Labor History*, 57(4), 549-553. (will be accessible in Blackboard)

hooks, b. (2013). Dig deep: Beyond lean in. *The Feminist Wire*. Retrieved from thefeministwire.com.

Mumby, D.K. (2015). Organizing power. *Review of Communication*, 15(1), 19-38. (will be accessible in Blackboard)

Optional and Recommended Materials

Note Cards, flash drive, regular reading of a business-related newspaper/magazine/television news (e.g. *Wall Street Journal*, *Financial Times*, *CNBC*, *Forbes*, *Business Week*).

Course Schedule

Week	Topic	Readings	Exercises
1 (8/28 and 8/31)	Communicating at work/Basics	Syllabus and pp. 2-29	Syllabus chat and introductions
2 (9/5 and 9/7)	Listening and Elevator Pitches	pp. 56-75 and Denning & Dew article	Listening activity and elevator pitches
3 (9/12 and 9/14)	Communication and Culture	pp.30-55, Mumby article, and hooks article	Discussion of readings and a look at <i>Lean In</i>
4 (9/19 and 9/21)	Verbal and Non-verbal communication	pp. 76-107	Discussion of readings, dramatic reading activity, and selection of topic
5 (9/26 and 9/28)	Extemporaneous presentations, delivery and informative speaking	pp. 246-285; 314-344	Discussion of readings and presentation briefings
6 (10/3 and 10/5)	Business Key Words I	Rubric and assignment description	Presentations
7 (10/10 and 10/12)	Mid-term Exam and Interpersonal Communication	pp.108-139	Exam and discussion of reading
8 (10/17 and 10/19)	Teamwork and presentation aids	pp. 182-209, 344-349, and 286-313	Discussion of readings and work on training talks
9 (10/24 and 10/26)	Training presentations	Rubric and assignment description	Presentations
10 (10/31 and 11/2)	Persuasive presentations	pp. 350-365	Discussion of reading and work on presentations
11 (11/7 and 11/9)	Business Key Words II	Rubric and assignment description	Presentations
12 (11/14 and 11/16)	Working in Groups and Interviewing	pp. 182-243, 140-181, and 366-368, and F&F article	Discussion of readings and work in groups
13 (11/21 and 11/23)	Mock Interviews and Interview briefings	Rubrics, assignment descriptions, job ads	Mock interviews and briefings
14 (11/28 and 11/30)	Group presentations	Assignment description and rubric	Work in groups
15 (12/5 and 12/7)	Group presentations and Final Exam	Group presentations	Presentations and Final Exam

Exam Schedule

Date	Subject
10/10	Chapters 1-4, 9, and 11 of <i>Communicating at Work</i> & Mumby, hooks, and D&D articles
12/7	Chapters 5-8, 10, and 12 of <i>Communicating at Work</i> & F&F article

Additional Information and Resources

Assignments

Elevator Pitch	50 Points
Informative Presentation (Business Keywords I)	100 Points
Persuasive Presentation (Business Keywords II)	150 Points
Training Presentation	50 Points
Information-Gathering Interview and Mock Interview	200 Points
Group/Project Presentation	200 Points
Peer Evaluation	50 Points
Mid-term Exam	100 Points
Final Exam	100 Points

Grading Scale

1000-900 A	899-800 B	799-700 C	699-600 D	599 or below F
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Assignment Descriptions

Elevator Pitch. You will give a 30-second to 2-minute presentation. Your presentation should include an introduction (e.g. name, title, major, etc.), a personal selling-point, what you can do for others, and how the listener can contact you. No outline is required for this presentation.

Informative Presentation (Business Keywords I). You will give a 3 to 5 minute presentation on a selected business keyword (a list will be provided by the instructor). Within the presentation, you should explain the term and share with your audience multiple dimensions of the concept---especially controversies within academic/popular/public discourse surrounding the term. This presentation requires academic research and a formal outline. You should have at least 3 sources and your outline should use APA citations.

Persuasive Presentation (Business Keywords II). You will give a 4 to 6 minute presentation, in which you convince your audience of a specific solution/perspective/position related to the business keyword that you presented on previously. This presentation requires academic research and a formal outline. You should have at least 4 sources (at least 3 must be new sources) and your outline should use APA citations. This presentation also requires the use of a presentation aid that you find most appropriate for your audience/topic. This presentation should also use an appropriate organizational pattern (problem-solution, comparative advantages, criteria satisfaction, motivated sequence, or a hybrid).

Training Presentation. In this presentation you will train your audience in a new skill of your choosing. The presentation will be 3-5 minutes. This presentation requires a presentation aid and you will present in pairs or trios.

Interview Project. This series of assignments will require you to conduct an information-gathering interview and provide a briefing to the class of your results. You will also be required to conduct mock-interviews. Mock-interviews will include search committees and job candidates and you will need to participate in each role once. For the information-gathering interview you will submit a proposal (including a description of your interview subject, your method of interview, and an interview schedule). For the mock-interviews, as your role as a search committee member you will need to craft/select a job advertisement and interview questions. You then will conduct mock-interviews with job applicants. As a job candidate, you will need to prepare a cover letter and resume for one of the search committees and participate in a mock interview with the committee.

Group Presentation. Your group will need to develop a budget, business plan, organizational chart, list of business goals, and forecasts for future productivity. You will present your business proposals to the class. You will also conduct peer reviews of your group members to ascertain the quality of the member's group work. Groups will consist of 4-6 individuals and each group member should equally speak in a 15-20 minute presentation.

Peer Evaluations. You will assess the quality of your teammate's performance in the various group/team presentations that you work on throughout the semester.

Extra Credit. I will offer a couple of opportunities for up to 20 points of extra credit throughout the semester.

Attendance Policy

Attendance is important to your success in this course. Since this course is to prepare you for business situations, where time is often money, you are allowed 2 absences without penalty; any absence beyond that will result in a 50 point deduction from your final grade. More than 6 absences for the class will result in a final grade of F. You will also be working in a team at various points throughout the semester---it is vital that you pull your weight and participate actively and consistently both for your benefit and that of your teammates.

Make-ups

In-class assignments will not be made-up. In many cases your classmates depend on you for timely completion of tasks. If you know you will be out, please make arrangements with the instructor to make-up the work BEFORE your absence. You should turn in assignments by the deadline; late assignments will result in point deductions.

Disability Policy

"Lamar University is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center (DRC) is located in the Communications building room 105. Office staff collaborate with students who have disabilities to provide and/or arrange reasonable accommodations.

For students:

- If you have, or think you may have, a disability (e.g., mental health, attentional, learning, chronic health, sensory, or physical), please contact the DRC at 409-880-8347 or drc@lamar.edu to arrange a confidential appointment with the Director of the DRC to explore possible options regarding equitable access and reasonable accommodations.
- If you are registered with DRC and have a current letter requesting reasonable accommodations, we encourage you to contact your instructor early in the semester to review how the accommodations will be applied in the course."

Diversity

Lamar University is committed to fostering an inclusive environment that welcomes and celebrates all expressions of diversity and identity as we prepare students to thrive in a culturally diverse and global society.

Academic Dishonesty

Plagiarism, or academic dishonesty of any form, will not be tolerated. A grade of 0 will be recorded for any attempts of cheating. This includes data, research and information obtained via the internet. This is a serious issue and will be reported to administration. You are required to read the communication department's academic integrity policy, sign the consent form and turn it in within the first week of class.

Emergency Procedures

Many types of emergencies can occur on campus; instructions for severe weather or violence/active shooter, fire, or chemical release can be found at:

<http://www.lamar.edu/about-lu/administration/risk-management/index.html>.

Following are procedures for the first two:

Severe Weather

- Follow the directions of the instructor or emergency personnel.
- Seek shelter in an interior room or hallway on the lowest floor, putting as many walls as possible between you and the outside.
- If you are in a multi-story building, and you cannot get to the lowest floor, pick a hallway in the center of the building.
- Stay in the center of the room, away from exterior walls, windows, and doors.

Violence/Active Shooter (CADD)

- CALL - 8-3-1-1 from a campus phone (880-8311 from a cell phone). Note: Calling 9-1-1 from either a campus phone or cell phone will contact Beaumont City Police Dispatch rather than University Police.
- AVOID- If possible, self-evacuate to a safe area outside the building. Follow directions of police officers.
- DENY- Barricade the door with desks, chairs, bookcases or any other items. Move to a place inside the room where you are not visible. Turn off the lights and remain quiet. Remain there until told by police it is safe.
- DEFEND- Use chairs, desks, cell phones or whatever is immediately available to distract and/or defend yourself and others from attack.

Academic Continuity

In the event of an announced campus closure in excess of four days due to a hurricane or other disaster, students are expected to login to Lamar University's website's homepage (www.Lamar.edu) for instructions about continuing courses remotely.