

## Comm 112 Course Syllabus

*You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.*

– Lee Iacocca

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**Office hours:** T/Th 2:30-3:30PM or by appointment

### **Required Materials:**

**REVEL** access – An online interactive textbook (see **Text** below) and learning tool. This is the primary method of text assignments and quizzes. REVEL may be purchased online at Pearson.com or at your local bookstore.

**Text:** Beebe, Steven A., Mottet, Timothy P. Business and Professional Communication: Principles and Skills for Leadership. Third Ed. Boston, MA: Pearson Education, 2016.

### **Welcome to Communication 112, commonly known as Business & Professional Speaking!**

The number one skill which most executives identified as critical to a successful professional career is the ability to communicate well. Having the skills and confidence to speak at a meeting, deliver a presentation, present feedback, interview for a job or interview a potential employee are just a few of the situations you will apply what you learn from this course. Your objective in this class is to **think** and to **challenge** yourself to do your best work, to re-evaluate your current work, and strive to improve your communication skills! You will be able to explore new areas of interest while learning how to present information effectively and confidently.

**Course Description:** COMM 112 is a performance course that provides students with practical training in oral communication in professional situations. Classes will focus on concepts such as organization, language and style and cultural differences, interpersonal communication in work environments, elements for successful teamwork and persuasive communication. This course meets the General Education requirement in oral communication (SP).

**Oral Communication** (3 hours) is the ability to convey ideas, emotions, and information through speech. Students who satisfy this requirement will demonstrate that they are able to do all of the following:

1. Speak publicly, in both formal and informal context, demonstrating skills such as appropriate selection of topic and materials, clear organization, effective presentation, and the ability to adapt to audience, setting, and occasion;
2. Participate effectively in discussion;
3. Analyze and critique the oral communication of oneself and others.

Note: Credit may not be received for this course and COMM 111. COMM 112 does not count toward a Communication major.

**Course Objectives and Learning Outcomes:** The number one skill which most executives identified as critical to a successful professional career is the ability to communicate well. Having the skills and confidence to speak at a meeting, deliver a presentation, present feedback, interview for a job or interview a potential employee are just a few of the situations we will encounter in this course. Your objective in this class is to **think** and to **challenge** yourself to do your best work, to re-evaluate your current work, and strive to improve your communication skills! This course will help you become a stronger critical thinker and evaluator of communication in the business and professional world. You will be able to explore new areas of interest to you

and also in new content areas while learning how to present information effectively and confidently. Successful completion of the class requires students to master the following skills:

- A. Select appropriate topics for business and professional presentations.
- B. Use the library and other resources to discover information about a topic.
- C. Organize a presentation in a logical and concise manner
- D. Deliver the presentation effectively.
- E. Conduct an information-seeking interview.
- F. Prepare and present an informational interview presentation.
- G. Prepare and present a persuasive presentation.
- H. Participate in and present a team project.

These skills will be assessed by the following assignments:

- A. 4 graded presentations
- B. Written outlines to accompany the presentations; written analyses of several assignments
- C. Quizzes/Tests
- D. Impromptu speeches, debate speech, interview, and other in-class speaking assignments
- E. Self, peer and "outside" speaker evaluations
- F. Active participation in the class

### **Course Policies**

**Attendance Policy:** Comm 112 is a performance-based course that requires active participation in the public speaking experience. Because of the nature of the material, attendance is a critical and necessary part of this course. You need to be in class to fully participate in your dual role as speaker and listener. Attendance is a necessary part of a successful experience and is **required**. **Two absences (excused or unexcused) are allowed for this class.** The third absence will lower your grade by one letter grade. A fourth absence will lower your grade by an additional letter grade. Five absences will result in failure of the course.

Any student with 0 absences can earn 5 extra credit points. With A +/- grading system, sometimes this can make a significant difference.

**Attendance on speech days is mandatory. IF an emergency should arise and you have proper documentation, we will discuss the possibility of your making up a speech (no guarantees). However, you must contact me through the office or my email within 24 hours of the absence so we can discuss the circumstances of your absence.** Also keep in mind if you miss an activity because of an absence, you miss out on those points. **Activity points cannot be made up.**

\*\*\*\*\* Please use these absences wisely. \*\*\*\*\*

**Tardiness:** Coming to class on time is extremely important. It's similar to arriving to business meeting on time. If you must be late for class, please **do not interrupt a speech**. Wait until the speaker is finished before entering the room. Please check with me if you are late so you will not be recorded as absent. **Two tardies count as one absence.** *Excessive tardiness will affect your grade.*

**Class Conduct:** Respect and responsibility is part of your learning in college. There are ethical dimensions to being not only a speaker but also a listener. Please remember this as you enter the classroom. Loud, distasteful, and disrespectful behavior toward students, faculty, or guests is not condoned during our class lectures and speeches.

Respect also means turning off all cell phones, and other electronic devices not pertinent to class. **NO TEXTING** during class. Your grade may be penalized if something rings while someone else is presenting a speech. **Using a computer or cell phone for activities not pertinent to the class can result in a marked absence for the day. This includes speech days when your task might be to act as a good listener and give your attention to the other student speakers.** The instructor reserves the right to adjust the participation grade up or down, based on the individual student's participation and conduct in the class.

**Other classroom rules & policies:**

- No eating or drinking (other than water) in the classroom.
- No hats are to be worn during speeches; “Dress to Present” (business casual)

**Course Requirements/Assignments**

You will be responsible for four speech presentations, impromptu speeches, chapter quizzes and tests, speech critiques and other written assignments, in-class activities, and active class and discussion board participation.

**Speeches:** You will be giving graded speeches throughout the semester. The descriptions and point values for each speech are listed below. Specific requirements for each speech will be posted on blackboard under Assignments and will also be handed out in class. Scoring rubrics for each speech will also be located on blackboard. You will prepare a **Preparation Outline** and a **Speaking Outline** for each speech. The Preparation Outline will be handed in on the **first day** of presentations and the speaking outline will be handed in on the day you present your speech. You are responsible to record your speech to use as a learning tool and as an aid to writing your self-critique. **Be sure to bring a recording device** (camera, laptop, I-pad, SD card formatted for my camera) on **each of your speech days**.

**Quizzes/Tests:** There will be 4 tests and a few short discussion board prompts (on REVEL) throughout the semester. These are used to reinforce the concepts from the text and those we are learning in class. Class discussion and activities may not permit in-depth coverage of all reading material. However, students are responsible for reading all of the assigned material, as it may be covered on quizzes/tests and how it is incorporated into speeches. Your grade on the REVEL tests, and prompts are a percentage (not the actual points) of the 200 points listed on blackboard.

**No Make-ups for tests or presentations.** In certain dire situations regarding presentations, I must be contacted within 24 hours. Written proof of any such emergency must be provided. **All make up work** is done at the discretion of the instructor and is automatically **assessed a 10% penalty**.

**Critiques:** Each student will be responsible for written critiques throughout the semester. You will be writing **5 comprehensive critiques** this semester: **3 Self-Critiques, 1 Team assessment and 1 Outside Speaker Critique**. Specific due dates for each will be provided in class. Use the **Evaluation Guidelines** distributed for each critique. Each critique will be **typewritten in standard university format paragraph form (double-spaced 12 font Times New Roman, 1-inch margins top, bottom, and sides)**.

- **\*Outside Speaker Critique:** You are to write a critique/evaluation of **1 outside speaker** using the criteria we are using in class to create the presentations. It is to be **at least 3 full pages** in length. Use the guidelines listed as far as standard university format.
  - You are to find a professional speaker for your career choice, major, or a particular interest or a political rally, campaign, or debate, and attend the presentation. (Most organizations welcome students). It may be either an on-campus organization or off-campus.
  - Write a 3 full page evaluation of the speaker using the Evaluation Guidelines we will use to critique ourselves and each other.

- **Self Critiques:** Each of your presentations will be **videotaped** and stored on an electronic device. Watching your video is a key learning opportunity. You will completely fill out the Self Evaluation form for that speech (available on blackboard) as you watch your speech.
  - You are to then write a **2 page paper** on your findings and plan for improvement to be stapled to and turned in with the Self Evaluation for the next class period. Both are required.
  - The format is standard university font size, spacing, and margins (typewritten in paragraph form, double-spaced, 12 font Times New Roman, 1-inch margins top, bottom, and sides).
- **Peer Critiques:** You will also complete 3 “real-time” (in-class) peer critiques of your classmates’ speeches. This is to help them become better speakers and also for you to become better listeners and speechmakers.

<u>Activities &amp; In-class Assignments</u>	<u>Points possible</u>
Elevator Speech	5
Impromptus (2) 5 pts. ea.	10
3 Self Critiques @15 pts. ea.	45
Team Member Assessment & Critique	25
In class Peer Critiques (3@ 5 pts each)	15
Outside Speaker Critique	30
Team Agenda/Record Sheets	15
Audience Analysis Questionnaire & Analysis	15
Negotiation activity	15
Participation/Professional Conduct	25

**Please note:** Assignments should be turned in to me at the beginning of class on the assigned day, or you can send to me electronically **before** class on the day they are due. I am happy to review your work at any time to give you feedback as to whether you’re on the correct path.

**Speech Presentations:** There will be **four** formal presentations during the semester. A preparation outline and speaking notes will be provided to the instructor in conjunction with the presentations.

- **Briefing on Business Communication topic, RSO, or Culture Communication Speech,**  
**3-5 minutes**  
**min 1 Source, cited out loud**  
**1 Visual Aid (optional)**
- **Career Interview Report**  
**4-6 minutes**  
**min 2 sources, cited out loud**  
**2 Visual Aid (optional)**
- **Persuasive/Sales Presentation**  
**6-8 Minutes**  
**3 sources, cited out loud**  
**Use of Power Point required**

- **Team Presentation**  
**15-18 Minutes**  
**4 Sources, cited out loud**  
**Use of Power Point required**

**Research/Plagiarism/Fabrication**: – You should know that you are expected to perform original work in this class. Plagiarism in any form will not be tolerated in this class. Look under course information in the Blackboard for the University of Louisville’s statement on plagiarism. If you are found to have plagiarized, you will receive a zero on the assignment, possibly an F in the course, and considering the seriousness of the charge – may be brought up before the university with charges. For additional information about the University’s policy, please go to <http://louisville.edu/a-s/catalog/a-sinfo/conduct.html>.

Also, be sure your research comes from reliable sources. While the internet is a handy tool, Web pages are not acceptable sources unless you have cleared them with the instructor. You are to use the recognized search engines for the university, Lexus-Nexus, Ebsco-host, etc. You will learn more about them during the semester. Be aware, search engines like Netscape, Google, Lycos, Ask Jeeves, etc. are not infallible.

**Public Speaking Mentors (PSM)**: These are highly qualified students who have already completed the basic Comm 111 or Comm 112 and Advanced Public Speaking courses with outstanding work and grades. They can help you prepare, practice and present your speeches. You can earn **extra credit points (0-5) one time per speech by visiting a mentor to prepare for your presentations.** You can find the PSMs in SK LL (lower level), **Studio B**.

**Speech Time Limits**: Time limits for speeches are to be observed. They are to help you understand the importance of time and to be able to narrow your speech down to specified limits. There is a 10% penalty for speaking outside of the time limits.

**Dress Code**: “*Dress for Success*”

- Part of being a successful presenter in the business world is to **send nonverbal messages of credibility.** One of the ways is to present a clean, well-kempt image. **Please dress respectably for your presentation.** You are not required to “dress up” (i.e. in tux and formals) but your presentation tends to go better if you feel “up” for the occasion. Please dress in nice business casual for your presentations. Do not wear hats during your presentations.

\*\* Please check Blackboard on a regular basis as I post grades regularly throughout the semester. I will not have a grade book with me in class. I use Blackboard.

\*\* Please keep **ALL** your graded papers until the end of the semester. Remember: Burden of Proof always rests with the persuasive speaker.

**EXTRA CREDIT**: There are opportunities for extra credit.

- Your attendance matters in this skills based course. **Perfect attendance (no absences of any kind)** throughout the semester will result in 5 bonus points added to your final grade.
- Going to a Public Speaking Mentor for any type of feedback or help with a speech is worth 0-5 bonus points max for each speech. (Total 20 points).
- Attending the Department speech competition at the end of the semester **AND** writing a critique on one of the speakers is worth 10 points.

**Grading Scale** + / - will be used in class.

930 - 1000	A	93% ↑	730 - 769	C	73%
900 - 929	A-	90%	700 - 729	C-	70%
870 - 899	B+	87%	670 - 699	D+	67%
830 - 869	B	83%	630 - 669	D	63%
800 - 829	B	80%	600 - 629	D-	60%
770 - 799	C+	77%	0 - 599	F	59% ↓

<u>Assignments</u>	<u>Points Possible</u>	<u>Your #</u>
<b><u>Business Comm Speech (75pts)</u></b>		
Presentation	50	
Preparation Outline	15	
Speaking Notes	10	
<b><u>Interview Report: (150 pts)</u></b>		
Interview Report	125	
Interview Preparation Outline	15	
Speaking Notes	10	
<b><u>Team Work: (200 pts)</u></b>		
Team Presentation score	150	
Team Preparation Outline	15	
Individual Speaking Notes	10	
Team Assessment (see activity points)		
<b><u>Persuasive/Sales Assignment: (200 pts)</u></b>		
Persuasive/Sales Presentation	175	
Persuasive Preparation Outline	15	
Speaking Notes	10	
<b><u>Quizzes &amp; REVEL Prompts:</u></b>	<b>200</b>	
<b><u>Class Activities &amp; Assignments:</u></b>	<b>200</b>	
<b>Total Points – 1000</b>		

**Disabilities:** The University of Louisville is committed to providing access to programs and services for qualified students with disabilities. Students with disabilities, who need reasonable modifications to successfully complete assignments and otherwise satisfy course criteria, are encouraged to meet with the instructor as early in the course as possible to identify and plan specific accommodations. If you are a student with a disability and believe you require accommodation to participate in and complete requirements for this class, contact the Disability Resource Center (119 Stevenson Hall, 852-6938) for verification of eligibility and determination of specific accommodations. Students may be asked to supply a letter from the Disability Resource Center or other documentation, which will assist in modification planning.

**Counseling Center:** College can be a stressful experience. If you are feeling overwhelmed, troubled or just need to talk to someone, please contact the University of Louisville Counseling Center at (502) 852-6585.

**Title IX/Clery Act Notification**

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain **confidential** support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

Disclosure to **University faculty or instructors** of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is **not confidential** under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer. For more information, see the Sexual Misconduct Resource Guide (<http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure>).

**Dean of Students:** Please get acquainted with the Dean of Students' office and their available services. They "promote a positive learning experience and make available opportunities for students to achieve their full academic and personal potential." If you are having issues or need help and guidance academically please contact them. W 301 Swain Student Activities Center <http://louisville.edu/dos> (502) 852-5787

**Security Standard Policy:** Please observe at all times your classroom environment for the safety of all personnel and students. At any time, please be aware of exits, entrances and places to maximize your safety and that of others. We do not anticipate any problems on this campus but we want to foster not only learning but your safety as well. If an emergency should occur in the classroom that is beyond the instructor's control, the proper procedure is to call the University's Dept. of Public Safety (**852-6111**).

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**Tips for Success in this class:**

Get excited about the topics you choose! Take pride in your work!

Practice your speech – a lot! Go to the Speaking Assistants for help.

Stay current on reading assignments.

Watch speakers in the news.

Have fun and Smile!