

**FALL 2017 - COMMUNICATION 310-01: BUSINESS COMMUNICATION**  
**M/W/F 11:00 a.m. – 11:50 a.m. / Room #208 Strickler Hall**

**Professor:** Mary Z. Ashlock, Ph.D. / Graduate Assistant – Jessica Sanchez

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**Dept. of Comm. Office: #310 Strickler Hall**

**Office Hours: Monday/Wednesday/Friday 10:00 a.m. – 11:00 a.m., and by appointment.**

**Remember to sign up on the Dept. of Comm. website for the weekly updates on department news, scholarships and internships:**

<http://comm.louisville.edu/department/comm-announce-join.php>

***COURSE OVERVIEW:***

This course is designed to give students a comprehensive view of communication, its scope and importance in business and developing business communication skills students will use throughout their professional careers. This course also develops an awareness and practice of the importance of succinct written and oral expression in modern business communication. In this class, Communication majors will learn about career opportunities that might be available to them upon graduation. The class furthermore provides the first steps in preparing students for the job market upon graduation.

**Business Communication will be taught using the following three modules:**

Business Communication Career Development Module I: (8/21/17 to 9/22/17)

Business Communication Career Interviewing Module II: (9/25/17 to 10/27/17)

Business Communication Career Presentations Module III: (10/30/17 to 12/4/17)

***COURSE GRADING:***

**Business Communication Career Development Module: 200 points**

Ideal job profile/Career assessment profile/Resume/Cover letter/Discussion questions and lessons/Weekly written chapter summaries and assignments/Participation

**Business Communication Career Interviewing Module: 200 points**

Interview research/Interviewee assignment/Interviewer assignment/Weekly written chapter summaries and assignments/Participation

**Business Communication Career Presentations Module: 200 points**

PowerPoint presentations/Weekly written chapter summaries and assignments/Participation

**TOTAL POSSIBLE POINTS: 600 points**

A+ = 98% and higher

A = 93-97%

A- = 90-92%

B+ = 87-89%

B = 83-86%

B- = 80-82%

C+ = 77-79%

C = 73-76%

C- = 70-72%

D+ = 67-69%

D = 63-66%

D- = 60-62%

F = below 60%

***REQUIRED TEXT AND CONTENT:***

***Business Communication Today.*** Courtland L. Bovee and John V. Thill. (2016). New York: Prentice Hall (13<sup>th</sup> Edition)

***We will also be videotaping in Modules II & III which will require you to either use your own video camera/phone or borrow one from someone in class.***

***Eight students each module will share their findings from [leadership@smartbrief.com](mailto:leadership@smartbrief.com) as part of the 50 participation points in each module. Each student will send a link to the class ahead of time and discuss in class which segment they chose and what they learned.***

***COMM 301- BUSINESS COMMUNICATION COURSE POLICIES:***

- \* No use of cell phones/social media during class periods.
- \* Assignments are due as specified. Assignments turned in late will be penalized.
- \* Wikipedia shall not be used as either a secondary or primary research source.
- \* You can ensure that you will receive a good participation grade by taking several important steps. **Attendance will be taken every class session. You will receive one excused absence per module. After that, each absence deducts 5 points from your participation grade.**

**Please arrive at class on time, as this will reinforce the expectations of business communication within the workplace.**

Participation also involves being prepared for class. This means reading all materials in advance, jotting some notes and potential discussion questions, and taking part in the class discussion. The professor reserves the right to adjust the participation grade up or down, based on the individual student's participation, enthusiasm, and attitude toward the course.

**ACADEMIC MISCONDUCT:** According to the University of Louisville Undergraduate Catalog:

*“Plagiarism, in submitting individual work for academic evaluation, means simply to borrow someone's ideas without citing the source, and to use them as one's own. It is a particular type of cheating. Plagiarism in this sense is not limited to the use of direct quotations without citation; a paraphrase is indebted to the author's ideas just as a direct quotation is. Nor is plagiarism limited to the use of published materials; borrowing from the written or oral work of others without citation is equally dishonest.”*

Any proven plagiarism or other academic misconduct will result in failure of the course and will be reported to the committee on student discipline for further action, including notice in the permanent record, dismissal or expulsion. For more information on plagiarism and other forms of academic misconduct, please refer to the Undergraduate Catalog. It is your responsibility to understand these policies and the ramifications of your actions.

#### **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>).

**BUSINESS COMMUNICATION CAREER DEVELOPMENT MODULE I**  
**8/21/17 to 9/22/17**

**MODULE DESCRIPTION**

The content of this module is designed to enhance the career development plans of students, to teach them how they can utilize their communication degree, and to teach them how they can integrate their academic path with business communication.

**MODULE OBJECTIVES / OUTCOMES**

At the conclusion of the module, students should:

- understand the foundations of business communication
- write employment messages for jobs
- understand the process of career planning in Communication.
- know how they can apply their Communication degree and business communication to different fields/industries.
- understand the importance of gaining field experience and know what they have to do to obtain Communication-oriented work positions.
- understand how they can utilize their academic careers and various resources to advance their professional interests.
- know what they will need to do to fulfill the requirements for a Communication degree.

**MODULE READINGS**

***Business Communication Today.*** Courtland L. Bovee and John V. Thill. (2016). New York: Prentice Hall (13th Edition)

**MODULE ASSIGNMENTS**

**Ideal Job Profile** = 10 points

**Career Assessment Profile** = 40 points

**Resume** = 50 points

**Cover Letter** = 50 points

**Participation/Professionalism/Assignments** = 50 Points

**Eight students each module will share their findings from [leadership@smartbrief.com](mailto:leadership@smartbrief.com)**

**Total** = 200 points

**Descriptions of Assignments:**

***All assignments must be typed, 12 font, double-spaced and professional looking (i.e., no grammatical or spelling errors).***

**BUSINESS COMMUNICATION CAREER DEVELOPMENT MODULE I**  
**ASSIGNMENTS**

**Ideal Job Profile** (10 Points) – Students will write a description of what they would like to do upon graduation, discussing duties, salary, work environment, etc. (2 pages)

**Career Assessment Profile** (40 points) – Students will write a report that details the results of the MBTI and Strong Interest Inventory career assessment tools and how that compares to their preconceived notions of what they plan to do after graduating. (4 pages)

**Resume** (50 points) Students will create a current resume. (1 page)

**Cover Letter** (50 points) Students will create an example cover letter applying for a position. (1 page)

**Participation/Professionalism/Assignments** (50 Points) The sequential nature of this module require that you be in class and participate fully in order to master the material. The participation segment of your grade will be based on your willingness to contribute to the class and complete class assignments. Such contribution mainly will come from participating in discussions (e.g., stating relevant opinions, asking questions, volunteering answers) and completing the **weekly chapter summaries (1 page each week)**. **It is not likely that you will score well for participation if you have frequent absences.**

**BUSINESS COMMUNICATION CAREER DEVELOPMENT MODULE I –  
COURSE SCHEDULE**

**Week 1      Module Introduction: Career Planning/Career Assessments /  
Communication Degrees / Advising**



**M 8/21 – Course Overview / Introductions**

***Solar Eclipse! 12:59 p.m. – 3:51 p.m. / Total solar eclipse at 2:27 p.m.***

- **Homework: Take free online MBTI and Holland (Strong) Interest Inventory**
- **Your Printed Results/Documentation are Due Friday, 8/25**

**W 8/23 - Text Readings/Discussion:**

- **Prologue and Ch. 1: Professional Communication in a Digital, Social, Mobile World**

**F 8/25 - MBTI / Holland (Strong) Interest Inventory**

- **Discuss Text: Prologue and Ch. 1: Professional Communication in a Digital, Social, Mobile World**
- **Due: Documentation from online MBTI and Holland (Strong) Interest Inventory**
- **Due: Typed Summary of Text/Readings/Discussion**

**BUSINESS COMMUNICATION CAREER DEVELOPMENT MODULE I –  
COURSE SCHEDULE (continued)**

**Week 2      Exploration / Experience / Internships**

**M 8/28 – Text Readings/Discussion: Ch. 2: Collaboration,  
Interpersonal Communication and Business Etiquette**

**Guest Speaker in Class: Ms. MacKenzie Adriance  
UofL Career Development Center  
MBTI / Holland (Strong) Interest Inventory Presentation**

**W 8/30 - Communication Degree Programs**

- Discuss your MBTI and Strong Interest Inventory results based on Ms. MacKenzie Adriance's presentation
- Discussion: What do I do with a Communication degree?

**F 9/1 In-Class Discussion:**

- Text Readings
- Internships & Academic Portfolio
- UofL Communication Student Organizations & Communication and Academic Advising
  
- **Due: Ideal Job Profile**
- **Due: Typed Summary of Text/Readings/Discussion**





**BUSINESS COMMUNICATION CAREER DEVELOPMENT MODULE I –  
COURSE SCHEDULE (continued)**

**Week 5      Networking / Graduate School / Market Outlook and Trends**

**M 9/18 – Guest Speakers in Class –  
Former Business Communication Students  
Internship and Job Searches/Networking**

**Read Ch. 19: Applying and Interviewing for Employment**  
▪ **Due: Resumes & Cover Letters**

**W 9/20 - Guest Speaker in Class – Dr. Steve Sohn, Director of  
Graduate Studies: Communication**

**F 9/22 - Wrap-Up: Module/ Learning Outcomes**

▪ **Due: Typed Summary of Text Readings/Discussion**

**BUSINESS COMMUNICATION CAREER INTERVIEWING MODULE II**  
**9/25/17 to 10/27/17**

**MODULE DESCRIPTION**

In this module, we will examine the basics of interviewing and crafting brief messages in business communication. The module will cover types of interviews, types of questions, answer strategies, nonverbal communication, interview structures, and interpersonal perception.

**MODULE OBJECTIVES / OUTCOMES**

This module aims primarily to develop students' understanding of interviewing. During class, we will discuss the assigned readings and related issues. Some information will be presented in lecture format, but at other times, you will analyze readings in discussion or exercises. Our discussions will include both theoretical information and practical analysis. After successfully completing the module, students will be able to:

- Identify types of interviews
- Writing brief business messages
- Identify types of questions and questioning strategies
- Predict common questions employed in interviews
- Develop strategic answers to common interview questions and evaluate answers given by others
- Explain the role of nonverbal communication in interviews
- Explain how interpersonal perception plays a role in evaluations of interviewees and interviewers
- Explain common interview structures
- Prepare for and conduct interviews both as the interviewee and the interviewer

**MODULE READINGS**

*Business Communication Today*. Courtland L. Bovee and John V. Thill. (2016). New York: Prentice Hall (13th Edition)

Additional readings as assigned

*We will also be videotaping in Module II which will require you to either use your own video camera/phone or borrow one from someone in class.*

## **BUSINESS COMMUNICATION CAREER INTERVIEWING MODULE II ASSIGNMENTS**

**Interview Research & Paper** = 30 points

**Interviewee Assignment** = 60 points

**Interviewer Assignment** = 60 points

**Class participation / Assignments** = 50 points

Eight students each module will share their findings from [leadership@smartbrief.com](mailto:leadership@smartbrief.com)

**Total** = 200 points

### **Descriptions of Assignments:**

*All assignments must be typed, 12 font, double spaced and professional looking (i.e., no grammatical or spelling errors)*

**Interview Research** (30 points) -- You will select a position advertisement for which you would like to apply at an organization at which you would like to work. Based on class information, you will research this position and organization. You will analyze in writing the position, organization, and your preparation to interview there. More details about this assignment and a rubric will be given in class.

**Interviewee Assignment** (60 points) -- You will participate as an interviewee in a videotaped “mock” interview for the position you have researched. Your interview performance (e.g., answers to questions posed, questions you asked of the interviewer, nonverbal behavior) will be evaluated. You also will write a self-analysis of your performance. More details on this assignment and a rubric will be given in class.

**Interviewer Assignment** (60 points) -- You will serve as the interviewer in a “mock” interview for the position another student in the class has researched. You will need to understand this type of position as well as the organization that you are representing and construct an interview guide to use in the interview. You may base some of your understanding on your partner’s research, but you will likely need to look up additional information on the position and organization as well. The questions that you plan and those that you employ (i.e., from the planned list, but also spontaneous ones) will be evaluated. You also will be evaluated on how well you performed the role of interviewer overall. More details on this assignment and a rubric will be given in class.

**Participation/Professionalism/Assignments** (50 Points) The sequential nature of this module require that you be in class and participate fully in order to master the material. The participation segment of your grade will be based on your willingness to contribute to the class and complete class assignments. Such contribution mainly will come from participating in discussions (e.g., stating relevant opinions, asking questions, volunteering answers) and completing the **weekly chapter summaries (1 page each week)**. It is not likely that you will score well for participation if you have frequent absences.

**BUSINESS COMMUNICATION CAREER INTERVIEWING MODULE II –  
COURSE SCHEDULE**

**Week 6      Module Introduction, The Interview Process, Question Types & Uses**

M 9/25 – Introduction to Interviewing & Expectations

**Read Ch. 4: Planning Business Messages**

**Read Ch. 5: Writing Business Messages**

W 9/27 – Interviewing: An Interpersonal Communication Process

F 9/29 – Interview Questions and Their Uses

▪ **Due: (3) Typed Goals for Interviewing Module**

▪ **Due: Typed Summary of Text Readings/Discussion**

**Week 7      Structuring an Interview, Types of Interviews, Begin Interview  
Research**

M 10/2 – **Read Ch. 6: Completing Business Messages**

**Read Ch. 7: Digital Media**

**Readings/Discussion**

W 10/4 – **Guest Speaker in Class: Interview Prep.,  
Ms. Aimee Jewell, UofL Career Dev. Center**

F 10/6 – **Guest Speakers – Professional Interviewers: Tips for  
Interviews**

*Please arrive early to the designated room in the Eckstrom  
Library and show full respect for our guest speakers.*

**Due: Typed Summary of Text Readings/Discussion**

**BUSINESS COMMUNICATION CAREER INTERVIEWING MODULE II –  
COURSE SCHEDULE (continued)**

**Week 8      Types of Interviews (Continued)**

M 10/9 – UofL MIDTERM BREAK (Monday, Oct. 9 and Tuesday,  
Oct. 10) – ENJOY!

W 10/11 – The Probing Interview  
**Read Ch. 10: Writing Routine and Positive Messages**  
**Read Ch. 11: Writing Negative Messages**

F 10/13 – **Due: Typed Summary of Text Readings/Discussion**  
Discussion: Interview Scenarios and Expectations

**Week 9      Interviewing Strategies, Preparing for Mock Interviews**

**\*\*\*All students: Last day 10/20/17 to withdraw from a UofL class  
for Fall, 2017**

M 10/16 – The Employment Interview  
In-Class Practice  
**Read Ch. 12: Writing Persuasive Messages**

W 10/18 - **Interview Research Papers Due**  
**Mock Interviews**

F 10/20 - **Mock Interviews**  
▪ **Due: Typed Summary of Text Readings/Discussion**

**Week 10      Conduct & Analyze Mock Interviews**

**\*\*\*No readings this week – prepare for your mock interviews and self-analysis.**

M 10/23 – **Mock Interviews**

W 10/25 – **Mock Interviews**

F 10/27 - **Due: Typed Self Analysis & Wrap-Up**

**BUSINESS COMMUNICATION CAREER PRESENTATIONS MODULE III**  
**10/30/17 to 12/4/17**

**MODULE DESCRIPTION**

The purpose of this module is to prepare students to effectively compete and achieve in their chosen career through presentation skills. Through a series of assignments, in-class exercises, and oral presentations, the student will learn and master the knowledge, skills, and abilities to create and present advanced PowerPoint presentations in business communication.

**MODULE OBJECTIVES / OUTCOMES**

1. Students will *develop and present* a PowerPoint highlighting three keys points learned in Business Communication with quality presentation techniques.
2. Students will *develop* a six-minute persuasive PowerPoint using supporting messages with quality information
3. Students will *develop and present* a six-minute PowerPoint presentation on how they will achieve their chosen career using information learned in class.

**MODULE READINGS & MATERIALS NEEDED:**

*Business Communication Today.* Courtland L. Bovee and John V. Thill. (2016). New York: Prentice Hall (13th Edition)

*We will also be videotaping in Module III which will require you to either use your own video camera/phone or borrow one from someone in class.*

**MODULE ASSIGNMENTS**

**Process PowerPoint Presentation** = 25 points

**Persuasive PowerPoint Assignment** = 25 points

**Career Plan PowerPoint Presentation** = 100 points

**Class Participation / Assignments** = 50 points

**Eight students each module will share their findings from [leadership@smartbrief.com](mailto:leadership@smartbrief.com)**

**Total** = 200 points

**Descriptions of Assignments:**

*Assignments #1 through #3 will have a set of guidelines and a grading rubric that will be available both in hard copy (distributed in class) and available through Blackboard. **It is highly advised that you follow the guidelines exactly and that you review your assignment against the rubric before completing it.***

**Participation/Professionalism/Assignments** (50 Points) The sequential nature of this module require that you be in class and participate fully in order to master the material. The participation segment of your grade will be based on your willingness to contribute to the class and complete class assignments. Such contribution mainly will come from participating in discussions (e.g., stating relevant opinions, asking questions, volunteering answers) and completing the **weekly chapter summaries (1 page each week)**. **It is not likely that you will score well for participation if you have frequent absences.**

**BUSINESS COMMUNICATION CAREER PRESENTATIONS MODULE III –  
COURSE SCHEDULE**

**Week 11      Module Introduction – Developing Oral and Online Presentations**

M 10/30 – Module Introduction

Class Examples – Bad Power Points

**Read Ch. 16: Developing Presentations in a Social Media Environment**

**Read Ch. 17: Enhancing Presentations with Slides and Other Visuals**

W 11/01 – Class Examples – Good Power Points/Review Assignment #1 and Assignment #2

F 11/03 - **Due: Typed Summary of Text Readings/Discussion**

**Week 12      Business Communication Presentations: Planning & Delivering**

M 11/06 – **Due: Class Presentations – Key Points Learned in Business Communication PowerPoint Assignment #1**

**Read Ch. 9: Visual Media**

**Read Ch. 13: Finding, Evaluating, and Processing Information**

W 11/08 – **Due: Class Presentations - Key Points Learned in Business Communication PowerPoint Assignment #1**

F 11/10 – **Due: Class Presentations - Key Points Learned in Business Communication PowerPoint Assignment #1**

**Due: Typed Summary of Text Readings/Discussion**

**BUSINESS COMMUNICATION CAREER PRESENTATIONS MODULE III –  
COURSE SCHEDULE (continued)**

**Week 13      Business Communication Presentations - Planning Final Career Presentations**

M 11/13 – **Due: Class Presentations - Key Points Learned in Business Communication PowerPoint Assignment #1**

**Read Ch. 14: Planning Reports and Proposals  
Read Ch. 15: Writing and Completing Reports and Proposals**

W 11/15 – **Due: Class Presentations - Key Points Learned in Business Communication PowerPoint Assignment #1 (finish any additional presentations)**

**Work on Persuasive PowerPoint Assignment #2**

F 11/17 – **No Class – Professor Ashlock will be attending the National Communication Conference  
Due: Typed Summary of Text Readings/Discussion and Persuasive PowerPoint #2 posted in Blackboard by 4:00 p.m. on Friday 11/17.**

**Week 14      Business Communication Presentations - Final Career Presentations**

M 11/20 – **Due: Class Presentations – Career Plan PowerPoint Assignment #3**

**Read: Ch. 8: Social Media - the typed summary will be due after Thanksgiving by Wed., Nov. 29**

W 11/22 – **THANKSGIVING HOLIDAY – UofL CLOSED  
ENJOY!!**

F 11/24 – **THANKSGIVING HOLIDAY – UofL CLOSED  
ENJOY!!**



**BUSINESS COMMUNICATION CAREER PRESENTATIONS MODULE III –  
COURSE SCHEDULE (continued)**

**Week 15**

M 11/27 – **Due: Class Presentations – Career Plan PowerPoint Assignment #3**

W 11/29 – **Due: Class Presentations – Career Plan PowerPoint Assignment #3**

**Due: Typed Summary of Text Readings/Discussion  
(Ch. 8 Social Media from last week before  
Thanksgiving)**

F 12/01 - **Due: Class Presentations – Career Plan PowerPoint Assignment #3**

**Week 16**

**Summary - Wrap-Up**

- M 12/04 – **Last Day of Class**
- **Wrap-Up/Learning Outcomes from Module I, Module II and Module III**
  - **Celebrate any graduating seniors!**

**Course Module Philosophy: *Arête***

**An ancient Greek term, it means excellence which was exemplified by fulfilling one’s potential to the highest extent. In this class, you are expected to do more than you would in other classes. Take this opportunity to challenge yourself and to develop your potential. The knowledge, skills, and abilities you master in this class will be a major factor in your future success in life.**

***“Success means having the courage, the determination, and the will to become the person you believe you were meant to be” – George Sheehan***