

CMST 2061: Business & Professional Communication

Fall 2018 – Sections 6 & 8

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Office Hours: Tues/Thurs, 12:00-1:30 | Wed, 1:00-3:00*

**Email to schedule a meeting that does not fit within office hours*

WELCOME!

Today's corporate employers demand a high level of communication competence and you will be expected to communicate appropriately and effectively. To help you meet these expectations, this class explores the communication processes at work in organizations. In addition, the class teaches you how to organize clear, concise, and interesting presentations. By building on speaking and delivery skills, as well as critical thinking and analytical skills that focus on how to examine and solve communication problems, you will be prepared for a bright future.

REQUIRED TEXT

Strategic Communication at Work: Contemporary Perspectives on Business & Professional Communication (2nd Edition) Edited by Waldeck, Kearney and Plax

This is an ONLINE textbook. You can purchase an access code in the Bookstore or purchase access to the book directly at: <https://he.kendallhunt.com/product/strategic-communication-work-contemporary-perspectives-business-and-professional>

COURSE REQUIREMENTS

To increase your communication effectiveness in business and professional organizations, you are asked to complete reading assignments, writing assignments, and oral/video presentations. Each Presentation assignment has assignment sheets on Moodle to give you more information about the expectations and grading scales for that particular assignment. We will spend a significant amount of time in class working on the oral presentations. It will be important for you to be in class to both work on the presentation but also to earn credit for the activities we complete in class. If you are not in class, you will fall behind quickly and your presentation grades could suffer. Attending class is especially important when we work on the presentations in groups and pairs.

ASSIGNMENT DESCRIPTIONS & GRADING

Final grades for the course will be determined using this grading scale, based on the percentage of possible points achieved (for a maximum of 1000 points).

Four Major Presentations (500 pts total)

Mock Interview & Personal Statement 150 pts

For this assignment, you'll create a personal statement or elevator speech that you can share in one-two minutes. Then your prospective employer (your group members) will ask you questions for 4-5 minutes. You should end your interview by preparing a closing sentence that you can offer when your group members indicate that the questions have ended.

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Group Training Seminar 150 pts

You and your group members will produce a PowerPoint training seminar on a communication-related topic of your selection. Your training seminar should include an activity to engage learning. Your group will present this training seminar to the class in a 20-minute presentation.

Group Meeting Facilitation 100 pts

You and your group members will conduct a meeting in front of the class to solve a problem found in a case study. We will work in class and through homework assignments to practice meeting facilitation before your group presents. As an individual, you will also prepare for the meeting by reading the case study assigned before class. This is an in-class group meeting; your group should not work on the case prior to the in-class facilitation.

Sales Pitch 100 pts

Class members will divide into pairs of 2 to sell a product or service to the class. Your product may be real or imagined. Duos will work together to practice and develop the presentation.

Midterm & Final Papers (200 pts total)

Midterm – Employment Paper 100 pts

What Do You Want to Do After You Graduate? You will be graduating soon, and when you do, you will have to find permanent, gainful employment. For this assignment, you will select a professional area (this can be a corporate job, military, graduate career, etc.) and prepare a three-page plan (references on separate page) around it. Whatever you choose, it should be something that suits your personality, temperament, and training.

Keep in mind that this assignment will help get ready to apply for a job – a job that is well suited to your background, interests, wants, and needs. After researching this career choice thoroughly, write your paper following this roadmap:

- Begin by describing this particular occupation (salary, responsibilities, requirements, locations, and so on).
- Tell me why you might be appropriately suited for this particular career choice.
- Describe how your coursework in CMST is particularly suited for this career choice.
- Discuss the steps you will need to take to go about getting hired in this chosen area.
- Include a reference page (in APA style).

Final – Cover Letter & Resume 100 pts

For this assignment, you will prepare a 1 to 2-page cover letter and a single-page resume reflecting your strengths, assets, and qualifications. Make sure your letter and resume are "keyed" to the job you described in your Employment Paper (midterm).

Participation & Quizzes (300 pts total)

Pop Quizzes (20 pts x 10)..... 200 pts

On 12 randomly selected days through the semester there will be a "pop quiz" during class. Quizzes will focus on readings due for that day, previous class discussions, and lectures. The lowest two grades will be dropped. Since the lowest two scores for the quizzes are dropped, there are NO "make-ups" for the first two missed quizzes for ANY reason, valid or otherwise. If more than two of these assignments are missed, you must have a valid reason and provide documentation for a university-excused absence to be able to make-up the third missed quiz.

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Engagement & Participation..... 100 pts

Your attendance and active engagement at each class meeting is expected. Your class participation grade will be determined based on in-class discussion, participation, assignments/exercises, online activities, and analysis of in-class presentations throughout the semester. Engagement & participation requires you be actively engaged in order to earn points.

COURSE POLICIES—IN THE CLASSROOM

Attendance & Participation:

Your attendance at each class meeting is expected. You are expected to attend all classes just as you would be expected to go to work every day if this was any other job. Attendance does not simply mean you show up. You must be actively engaged in order to receive any participation points. If I notice that at any time during the class you are doing work for another class, surfing the Internet, shopping on Amazon, etc., you will not receive participation points for the day.

The design of this class is dependent on your contribution. Because this is a performance presentation style class, you need to have an audience when you give a speech, and you need to be part of the audience when others speak. Informal work, such as practice assignments and evaluations of peers in a synchronous environment, does yield participation points and can't be made up at a later date. If you have an illness or emergency documented through the office of your Dean, I will do everything possible to help you work through the problem and maintain good grades.

Note: Excuses are provided through the Student Health Center or the Dean's Office when you have to miss all of your classes because you are hospitalized, have a severe illness, experience a death in the family, or have some other trauma. Any of these must be documented. Begging your dean for an excuse because you didn't feel like giving your speech or lying about an illness is unethical and wastes everyone's time. In those cases, you might be subject to action by the University Honor System.

Missed Presentations & Late Work:

Major class assignments are to be turned in by the time class starts on the day that they are due. Assignments will not receive full credit if turned in after the end of class on the day that they are due. *In other words, if you arrive late to class, the assignment is late and will automatically be penalized.*

In the same sense, if you arrive late to class on the day of your speech, your assignment will be reduced by one letter grade, even if you are "on time" for your own presentation. Showing respect for your classmates by arriving on time to class on the day of presentations is of great importance.

Late work and make-ups will be accepted in *extreme circumstances* and *require documentation*. I follow LSU PS-31 regarding excused absences. Should you miss class, it is YOUR responsibility to get in touch and provide the documentation on the day you return to class. Just as with any other job, you would certainly make every effort to contact your co-workers or boss if extenuating circumstances prevented you from meeting an important deadline. The same should be true for this class.

You will have 1 class week to make up missed work, provided you have documentation for the specific day absent. Missed work without approved documentation cannot be made up. Excessive absences should be referred to the Dean of your college.

There are several assignments, such as in-class activities or peer evaluations that are challenging to make up because you needed to be present in class to complete this work. Some of these assignments can be made up with extra work, but others, like the Peer Evaluations cannot. I will handle these on a case by case basis, so long as you have required documentation within the 1-week deadline (strictly enforced).

It is important to be in class ON TIME! We will work strategically in class to prepare for presentations and to give presentations. If one person is tardy, the whole class has to stop and backtrack

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to catch the tardy person up. More importantly, if you are tardy on the day you present, your group can and will start without you so the class can finish on time! Please make every effort to be on time!

Technology Policy:

There are some students that use their laptops in class effectively. There are others that use their laptops as a means to pay partial attention. Inappropriate use of laptops in class is not just ill advised, it is also disruptive, distracting, and disrespectful. Use of a laptop in class is a privilege, not a right. If you abuse this privilege you will receive a 0 for participation that day, and in some cases you may be asked to leave. If I notice a preponderance of students abusing this privilege, I will ban laptops.

- Laptop computers and similar devices used for note-taking as a learning aid are permitted in class. You should also have paper and a writing utensil on all days for group activities.
- All other technology (smart phones, etc.) are NOT permitted for use during class. Use during class will result in substantial reduction in overall course participation points with an increasing reduction in points for each use thereafter.
- In case of emergencies requiring cell phone access during the class session, you should notify your professor before class begins and attempt to sit near the entrance to the classroom.

Recording: Throughout the semester, we may record some or all of your presentations. These will be used as a training resource for you to improve on your speaking and communication skills. Students are NOT allowed to record other students in the course without their permission.

Extra Credit: No extra credit assignments will be allowed.

Academic Etiquette: Do not carry on side conversations or read the newspaper during class. Do not text, update your relationship status on Facebook, tweet/subtweet, take selfies, post pictures of your food on Instagram, etc. I will ask you to leave the room if you are disturbing others. Turn off all cellular phones prior to entering class. If you are on your phone, computer, electronic device, etc. for any reason not related to the class discussion or during presentations, you will not receive credit for the class. I won't make a deal of it during class, but it will be noted.

Connecting with Faculty and Students: Respect, respect, respect! Just as you would treat colleagues in the workplace or classmates in a classroom, your faculty and colleagues in this course also deserve your respect. The best way to get a hold of me is either during office hours or via email. It is strongly encouraged that you email ahead of time to let me know if you plan to attend office hours. This way, I can be best prepared to help you.

E-mail Etiquette: If you have a question or concern, please let me know immediately. Likewise, I will respond as soon as possible on weekdays during normal working hours. Practice your communication skills whenever you post a message or send an email. Your tone should be friendly and professional. When you email, you should treat it like formal correspondence. In other words, do not use "texting" language. If I get an email like this: "what r we doing tmrw? NE thing important?" I will ignore it. In an email it is standard to have a greeting, a main body in which the request or question is stated, and a sign-off.

I will do my best to respond to emails within 24 hours if received during standard business hours during the week. Expect responses in 48-72 hours for emails received on holidays or over the weekend. I will

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not discuss grades via email. Come see me during my office hours or before/after class if you need to discuss grades.

Quality Engagement: Respect involves providing quality work for others to receive and respond to. Don't waste the time of your classmates or faculty by submitting work you haven't spent any time developing. If you do not understand any material covered in class, please do not hesitate to come to my office hours. Also feel free to ask questions during the lecture.

Engage in the conversation and the presentations with enthusiasm and depth. You will also be providing feedback to peers about their work. Please offer constructive criticism so that your classmates can recognize what they did well when they gave their speeches and what they might do to improve for the next time.

UNIVERSITY POLICIES & PROCEDURES

Plagiarism:

You are to assume that all assignments in this course are individual assignments unless explicit instructions are provided for a group project. Any student found to have turned in material not his or her own (either downloaded from the internet or written by another student) in part or in whole will immediately be reported to the Dean of Students.

The Internet has made plagiarism very easy and very tempting. Hundreds of sites offer papers, research, writing, and editing. The ease with which such material is available over the Internet does not lessen the seriousness of claiming material from the Internet as your own. See the LSU policies on plagiarism here: <http://www.lib.lsu.edu/instruction/plagiarism2.html> .

Your paper would be considered as plagiarized in part or entirely if you do any of the following:

- Submit a paper that was written by someone other than you.
- Submit a paper in which you use the ideas, metaphors or reasoning style of another, but do not cite that source and/or place that source in your list of references. Simply rewording a sentence does not make work your own.
- Submit a paper in which you “cut and paste” or use the exact words of a source and you do not put the words within quotation marks, use footnotes or in-text citations, and place the source in your list of references.

Disabilities: The Americans with Disabilities Act and the Rehabilitations Act of 1973 states: “If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see a coordinator in the Office of Disability Affairs (112 Johnston Hall) so that such accommodations can be arranged.” After you receive the accommodation letters, please meet with me to discuss the provisions of those accommodations.

LSU Commitment to Community: The LSU Commitment to Community provides a guiding ethos to the University community. Students are encouraged to exemplify the Commitment to Community in their daily lives.

Louisiana State University is an interactive community in which Students, faculty, and staff together strive to pursue truth, advance learning, and uphold the highest standards of performance in an academic and social environment.

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It is a community that fosters individual development and the creation of bonds that transcend the time spent within its gates.

All students should maintain and uphold the LSU Code of Student Conduct, which states:

To demonstrate my pride in LSU, as a member of its community, I will:

- Accept responsibility for my actions;
- Hold myself and others to the highest standards of academic, personal, and social integrity;
- Practice justice, equality, and compassion in human relations;
- Respect the dignity of all persons and accept individual differences;
- Respect the environment and the rights and property of others and the University;
- Contribute positively to the life of the campus and surrounding community; and
- Use my LSU experience to be an active citizen in an international and interdependent world.

The continued success of LSU depends on the faithful commitment by each community member to these, our basic principles. (Adopted May 1995)

TITLE IX & Sexual Misconduct Policy:

Title IX of the Education Amendments of 1972 is a comprehensive federal law that prohibits discrimination based on the gender of students and employees of educational institutions that receive federal financial assistance.

In accordance with Title IX and other applicable law, Louisiana State University (“LSU”) is committed to providing a learning, working, and living environment that promotes integrity, civility, and mutual respect in an environment free of discrimination on the basis of sex and sexual misconduct which includes sex discrimination, sexual harassment, dating violence, domestic violence, sexual assault, stalking and retaliation. LSU prohibits sex discrimination and sexual misconduct. This policy applies to all persons without regard to sexual orientation, gender identity and/or gender expression.

Sex discrimination and sexual misconduct violate an individual’s fundamental rights and personal dignity. LSU considers sex discrimination and sexual misconduct in all of its forms to be serious offenses. This policy has been developed to reaffirm these principles and to provide recourse for individuals whose rights have been violated. This policy establishes a mechanism for determining when rights have been violated in employment, student life, campus support services, LSU programs and/or an academic environment.

If you have concerns regarding Title IX, you can contact:

University Title IX Contacts:

Jennie Stewart , jstewart@lsu.edu
Campus Title IX Coordinator
LSU Office of HR Management
110 Thomas Boyd Hall
225-578-8200

Maria Fuentes_Martin, mari@lsu.edu
Title IX Deputy Coordinator for Students
LSU Dean of Students
333 Student Union
225-578-9442

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Departmental Contacts:

Kayla Hastrup, khastr1@lsu.edu
ABD, CMST Instructor

Dr. Loretta Pecchioni, lpecch1@lsu.edu
Professor and Chair of the Department of Communication Studies

HAVE YOU DECLARED YOUR MAJOR OR MINOR?

Business leaders and other professionals recognize the importance of developing communication skills and analysis. Alan Greenspan, for example, stated, “To succeed, you will soon learn, as I did, the importance of a solid foundation in the basics of education – literacy, both verbal and numerical, and communication skills.” We hope this course contributes to your success.

To learn more about communication, you may want to major or minor in the Department of Communication Studies. The program explores how people sustain and change, experience, and make sense of the world through symbolic action. Students develop conceptual skills to analyze written, oral, and visual messages. Students gain practical experience in such areas such as public speaking, group decision-making, performance, and film. Such skills are elemental to careers in business, government, law, social services, and the arts.

A major in Communication Studies requires 36 hours including 12 hours of core classes and 12 hours at the 3000 or 4000 level. A minor requires 15 hours with one core class and 6 hours at the 3000 level or above.

The Department of Communication Studies offers 6 Pathways of Study as guidance for students interested in taking CMST courses. These pathways include lists of courses that can be taken for students interested in the following areas within Communication Studies:

- *Public Discourse*
- *Art and Culture*
- *Professional Communication*
- *Communication in Human Relationships*
- *Visual and Mediated Communication*
- *Create your Own Pathway*

More information is available at www.lsu.edu/cmst or by contacting our undergraduate advisor Mr. Kent Filbel (kfilli@lsu.edu), whose hours are posted at his office, 135 Coates Hall.