Speech 1321 – 86401 Business and Professional Communication
Course Syllabus Summer 2019

Richland College
World Languages, Cultures, and Communication Division
12800 Abrams Road, Dallas, TX 75243-2199
Location: Lavaca 208, Telephone: (972) 238-6943

Instructor Information
Instructor’s Name: M.T. Hickman
Email Address: mthickman@dcccd.edu
Phone Number: 972-238-6097
Office Number: Wichita Hall, Room 230
Office Hours: Tues 2 – 4 p.m., Wed. 9 – 11 a.m. and by appointment
*office hours may be subject to cancellation or change. Check announcements in Blackboard for notice.

This course syllabus is intended as a set of guidelines for SPCH 1321. Both Richland College and your instructor reserve the right to make modifications in content, schedule, and requirements as necessary to promote the best education possible within prevailing conditions affecting this course.

Course Information
Course title: Introduction to Speech Communication
Course number: SPCH 1321
Section number: 86401
Class dates: July 8 – August 8, 2019
Census Date: July 11, 2019
Drop Date: July 30, 2019
Credit hours: 3
Prerequisite: College level ready in Reading and Writing.
Course Description: Theories and skills of speech communication as applied to business and professional situations will be studied.

Required Course Materials

What is this Class like?
In Speech 1321 you receive a comprehensive introduction to the basic concepts and theories of communication in a business and professional setting. You will have opportunities to assess and improve your skills. We will practice mindful communication with others, critically evaluating, speaking, and choosing appropriate communication strategies. You will gain crucial knowledge and skills useful to you in your career, academic life and personal life. A good way for you to think about this course is that during this semester you will have your own personal communication “coach” and mentor who will
guide you in becoming a more confident, competent and effective communicator. I am deeply committed to your success in this course.

**ATTENDANCE** - Class participation is an important component of this course. You can only gain the vital instruction and interaction that you need in order to achieve course objectives by regularly checking into our course on Blackboard. While there are no mandatory or required class meetings, or assigned grade for attendance, a failure to check into Blackboard regularly or complete your assignments in a timely manner will negatively affect your overall grade and prompt a meeting with your instructor.

**ASSIGNMENTS – BROKEN DOWN BY MODULE:**

In the summer the order of the modules is mixed. Be sure to review the calendar to see the location of the assignments

*Module A*

- Writing a Professional Email to your Instructor - 25 points
- Creating a LinkedIn Profile/Networking with your classmates and Instructor - 25 points
- Quiz 1 - Covering Chapters 1 & 2 of the Textbook, *Communicating at Work*, and Chapters 2, 9, 10, 17, 18, 23 & 27 of *Etiquette Edge* - 75 points
- "Tell Me About Yourself" Presentation - 50 points
- *Extra Credit available— no later than 1 p.m. Sunday, August 1 – 50 points*

*Module B*

- Quiz 2 - Chapters 3 & 4 of your textbook, *Communicating at Work*, and Chapters 4, 5, 6, 8, 16 and 19 of *Etiquette Edge* - 75 points

*Module C*

- Quiz 3 - Textbook Chapters 5 & 6, *Etiquette Edge* Chapters 1, 7, 12, 13, 22, 30 and 35 - 75 points
- Cover Letter – 25 points for First Draft
- Resume – 25 points for First Draft
- Polished versions of Cover Letter AND Resume – 25 points

*Module D*

- Group Discussion - 150 points
- Quiz 4 - Covers 7 and 8 of your textbook, *Communicating at Work*, as well as *Etiquette Edge* Chapters 14, 15, 20, 21, 28, 29 & 31 – 50 points
- Group Discussion Reflection & Peer/Self Evaluation – 50 points

*Module E*

- Country Choice and 3 research sources - 25 points
- Quiz 5 - Covers 9 and 10 of your textbook, *Communicating at Work*, as well as *Etiquette Edge* Chapters 32, 33, 34, 36, & 37 - 50 points
- Informative (Country) Presentation - 100 points
- Self and Peer Critique - 25 points

*Module F*
Quiz 6 - 11 and 12 of your textbook, Communicating at Work, as well as Etiquette Edge Chapters 3, 11, 24, 25, and 26 - 75 points
• Requesting a Letter of Recommendation - 25 points
• Award Presentation – 50 points

IMPORTANT NOTE: You must complete at least 2 oral presentations both in front of a physically present audience visually seen by the instructor, either in person, through Collaborate, or via recording with no edits made to the video to pass the course. Failure to do so or abide these guidelines will result in an F in the course, regardless of the points accumulated. Neglecting to cite your sources properly within the outline, on the works cited, or out loud during the presentation constitutes plagiarism. In the first instance, points will be deducted and formal notice given. In the second instance, you will receive a 0 on the presentation.

Grading Scale
The grade for this course is based on a point count system which is as follows:

A = 900-1000 of total points and all graded assignments
B= 800-899 of total points
C= 700-799 of total points
D= 600-699 of total points
F= 599 or less of total points

Grades are updated frequently! To calculate your average, take the # of points you have earned, multiply by 100 and divide by the total possible # of points. For example, if we have completed up to a possible 375 points, but you only earned 304 of them,

\[ 304 \times 100 = 30400 \quad 30400/375 = 81 \ (B) \]

PLEASE NOTE: IF YOU LOSE MORE THAN 300 POINTS, YOU CANNOT PASS THE CLASS WITH ANYTHING HIGHER THAN A “D.”

Policies and Procedures/Frequently Asked Questions
“How do we contact you?”
I can be reached by either using the “Send Email” button in the course or at the email address listed on page 1. You can expect a 24 hour turnaround time during the weekdays and up to 48 hours on the weekends. If you do not receive a response within these time frames, please email again. Please remember to address me formally, use proper spelling, grammar, and punctuation, as well as type your first and last name at the end of each email.

“Do you take attendance?”
Attendance is based on your log ins to Blackboard. You are expected to log in every 2-3 days, if not every day. There is no attendance grade, but if you fall behind on work and have not been logging in regularly, I may contact you to discuss your participation in the course.

“Can I make up this work?”

Online Assignments:
An online course can be very challenging. Time management skills are essential, and it is your responsibility to look ahead in the course and plan accordingly—I will do my best to help you in this regard by posting announcements and sending reminder texts. Any Discussions (Video, Boards, or Group), your LinkedIn Profile, Cover Letter and Resume final drafts, the group reflection, critiques and the assignments due on the final day WILL NOT be accepted late. If you put something off until the last minute and something happens—that is a lesson learned. Learn it, and move on. Anticipate technology problems and don’t procrastinate. No exceptions.

**Quizzes:**
You have 90 minutes to take each quiz. If you have submitted an accommodation form from the Office of Disability services allowing you more time on your quiz, you can disregard the timer. If you do not have an accommodation form, you may lose 5 points for every 15 minutes you go over time. Deductions for going over time are at my discretion. Once you begin, you must finish the quiz. You can view your correct and incorrect questions after the quiz has been graded. Please note the page number of any incorrect questions to locate and verify the correct answer.

You cannot take it again to better your grade. If you forget to do a quiz or do not complete a quiz on time, you may arrange one make up quiz for full credit. After that, every missed quiz or quiz that is not completed by the due date/time will be a zero. It is YOUR responsibility to let me know you would like to make the quiz up. You have up to one week to complete a make-up quiz. If you miss the make-up quiz, you must accept a zero at that time.

**Presentations:**
If you miss a speech due date, you will immediately lose points, up to 30% at the discretion of your instructor. If you are even 1 minute late submitting your speech, this may deduction apply. It is your CHOICE to wait until the last minute, and you are CHOOSING to risk the deduction if you wait. When you make that CHOICE, you must accept the deduction if you are late.

**FOR THE ‘TELL ME ABOUT YOURSELF’ AND AWARD PRESENTATIONS -** You must have at least ONE live audience member of adult age. You will be speaking to that person in the video and will shake hands with them. Without even ONE live audience member, the speech will not be accepted at all. You will receive a zero if you have no audience.

**FOR THE INFORMATIVE SPEECH,** you must have at least ONE audience member, but the true minimum to gain full credit for the speech is 5 audience members, each worth 5 points. You should have the audience sitting down in front of you. Show them at the beginning and again at the end without cutting/editing the recording. You have up to one week to submit the Informative speech late.

“How do you grade the assignments?”
All of your assignments have previously assigned point values which can be found in the Syllabus or on the assignment itself. Rubrics are used to grade all of your work so the points are broken down for content, organization, and in the case of your written assignments, spelling and grammar. All work is expected to be college level writing. Please run spell check and proofread your work before submitting it.
Due dates can be found in the due date list and My Grades. All assignments submitted on time will be graded within one week. You can find the grade as well as the written feedback in "My Grades." Make sure to check “Comments.”

If you disagree with your grade, you have up to one week after the grade is posted in My Grades to dispute the grade. Please write an email to me with your complaint fully written out so that I may address it fully. After one week from the time the grade is posted, the grade may not be disputed.

Technology

General:

• This is an Internet based course. Therefore it is expected that you have regular access to the Internet. Regular access means you can access the Internet at least once every 24 hours. If you do not have regular Internet access in your home, then you should make a plan now for accessing it using the school’s computers, going to your local library, or asking a friend. Not having access to the Internet will not be considered an appropriate reason for not being able to turn in work.

• You will need digital recording equipment to record your speeches (should you choose the recording option). You should TEST this equipment prior to recording your first speech.

Email:

• Check your email frequently.

• It is your responsibility to make sure you are receiving the emails from your instructor, you are able to open attachments, and that you check your email frequently enough to not miss anything important.

• If you miss/fail an assignment because you neglected to check your email or Blackboard, you are wholly responsible.

• Please consider the person you are emailing (me) is a professional, who is also in charge of your grades, and remember to utilize proper grammar, capitalization, spell check, and an overall polite and similarly professional demeanor when sending a message. In other words, include your name and use complete sentences. I prefer you write formally, avoiding the use of “hey” as a greeting. If your email contains egregious errors that impairs my ability to decode your message or if it is disrespectful in tone and content, I may ask you to please re-write the email before I respond back fully.

Blackboard (also called “eCampus”):

• Blackboard is essential in this course. You must be able to access Blackboard during the first two days of the course beginning. It is your responsibility to alert me to any problems you have with logging in. You are also responsible for contacting the Help Desk if the problem is technical in nature.

• Blackboard will include a digital copy of your syllabus.

• You will submit all of your assignments via Blackboard, unless otherwise asked.

• If you are unable to submit something online due to Blackboard issues, you should immediately email it to me along with an explanation of the issue. Make sure to always include your name and course section number! Do not simply not turn it in. Blackboard is not responsible for your success in the course: you are.

• If you do not own a computer or have regular access to the internet, you are responsible for making arrangements before the due dates/times.
Delivering Informative and Persuasive Speeches

• While delivered in a location of your choosing, with an audience of your choosing, the speech should still be considered a formal speech, as you would give it in the classroom, in front of your instructor and classmates.

• Dress appropriately (as you would if you were giving a presentation to professionals—and always wear shoes please).

• When recording, make sure, your face and body (head to toe) are clearly visible, and your vocals are clearly audible.

• When recording, you must have at least one live audience member for the speech to be accepted. If there is no live audience member over the age of 16, you will receive a zero. You MUST record the audience visually BEFORE and AFTER your speech.

• You cannot edit your speech video in any way at all. Editing your video may result in a zero or a re-do, potentially for a late grade, at the discretion of your instructor.

• Each audience member up to 5 is worth 5 points. Less than 5 audience members will result in a 5 point per missing audience member deduction (Thus, the most points you lose is 20 since you must have at least one person)

• Please read all the information provided in the course for how to write, record, and deliver your speeches. Many tutorials are provided for your benefit. Please watch them.

• If you need help on your speech, let me know, I am always happy to help.

How to be successful in this class:

1. Stay motivated. If you do happen to get behind, renew your efforts to not miss any more assignments.
2. Read your syllabus, and examine the course outline thoroughly.
3. Read all instructions. Read all instructions BEFORE asking questions.
4. After reading carefully, if you still have unanswered questions, please email your instructor for help.
5. Turn assignments in on time—or better yet, early! You do not have to wait until the day something is due to submit it. “Due date” doesn’t mean the Date you DO the assignment.
6. Put all the dates of assignments and speeches on a calendar or planner and highlight them.
7. Challenge yourself to get out of the habit of thinking up excuses any time you forget something or make a mistake. We all make mistakes and accepting the consequences helps us to remember next time not to make the same mistake.

Institutional Policies
Review all current institutional policies here:

www.richlandcollege.edu/syllabipolicies

Course Objectives/Learning Outcomes

Speech 1321 Learning Outcomes

Upon successful completion of this course, students will:

1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.
2. Demonstrate essential public speaking skills in professional presentations.
3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
4. Apply essential dyadic and small group processes as they relate to the workplace.
5. Utilize various technologies as they relate to competent communication.
6. Demonstrate effective cross-cultural communication.