McLennan
COMMUNITY
COLLEGE

WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

INTRODUCTION TO SPEECH COMMUNICATION

SPCH 1321.87

DR. TRAVIS COX

NOTE: This is an Online 5-Week Course.

Course Description

Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams, and technologically mediated formats.

Prerequisites and/or Corequisites

There are no official course prerequisites. The student should, however, be able to speak, listen, and write in English, employing at least a high school level vocabulary and correct grammar. Writing, reading, and speaking skills are necessary for completing assignments. To improve inadequate skills for the level of this course, the student may take advantage of the college's reading and developmental English courses.

Instructor Information

Instructor Name: Travis Cox

MCC E-mail: tcox@mclennan.edu

Office Location and Phone Number: Faculty Office Building (FO) 215 (254-299-8919)

Office/Teacher Conference Hours: TBD

*Note: If you would like to talk with me, setting up an appointment is the most professional approach. To make scheduling a time to meet with me easier, please click on the following link and select a time that works for you: https://calendly.com/face-to-face-time/face-to-face-time. After selecting a time, you will receive a confirmation email with Zoom instructions for our meeting. If none of the available times will work for you, please let me know and we can work something out! Email is also a great option. If you prefer to use email, **please email me from your MCC student gmail address** (this assures that I will receive the email and can confirm that it is really you emailing me) and include your name, course number, and section number. In most cases, I check my email regularly between 9:00 am and 5:00 pm Monday through Friday. However, please give me up to 24 hours to respond to your messages on weekdays. I will respond to messages sent on the weekends as quickly as possible, but messages sent after 3 pm on Friday may not be answered until Monday morning. Please refrain from last-minute, late-night messages and plan accordingly.

Required Text & Materials

A PDF of *Business Communication for Success* is available on Brightspace. This textbook is free and will be used for several assignments in this course. MCC Bookstore Website: http://www.mclennan.edu/bookstore/.

Methods of Teaching and Learning

Lecture, group projects, written papers, oral presentations, online discussion posts, and other types of work.

Course Objectives and/or Competencies

The Texas Higher Education Coordinating Board requires that all courses in the Foundational Component area of Communication teach these four Core Objectives:

- Critical Thinking Skills (CT): "to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information."
- Communication Skills (COM): "to include effective development, interpretation and expression of ideas through written, oral and visual communication."
- Teamwork (TW): "to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal."
- Personal Responsibility (PR): "to include the ability to connect choices, actions and consequences to ethical decision-making."

Learning Outcomes:

Upon successful completion of this course, students will:

- Demonstrate communication competence and critical thinking through an understanding of the foundational communication models. (CT, COM)
- Demonstrate essential public speaking skills in professional presentations. (COM)
- Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.) (COM, TW, PR)
- Apply essential dyadic and small group processes as they relate to the workplace. (TW, PR)
- Utilize various technologies as they relate to competent communication. (CT, COM)
- Demonstrate effective cross-cultural communication. (CT, COM, TW, PR)
- While specific assignments will vary with each instructor, the following assignments, having an organizational focus, are required for all students taking Speech 1321: Informative presentation, Persuasive presentation, Employment interview, Team presentation, PowerPoint designed media aid presentation.

Assignments

Project 1: SWOT Analysis Presentation

For this project, you will work individually to research an established business/organization of your choice and develop a presentation that presents an organized, engaging, and well-researched SWOT analysis of that business/organization (ideally this should be a company that you are personally interested in working for). For this project you will also be submitting a full-sentence outline of your presentation.

Project 2: Simulated Interview

For this project, you will be paired into interview duos. Each student will participate as both the Interviewer and Interviewee in rotating groups. Prior to conducting the interviews, the duo will need to either locate position descriptions for a job/internship or write original descriptions of a position for which the interviewees would be qualified. The duo will then develop a schedule of questions for the interviews, rehearse, and then record the performance of the interviews. For this assignment you will also prepare a resume and other interview related documents.

Project 3: Group Facilitation of a Meeting

For this project, you will work with a group to identify a problem that can be presented to the class during a problem-solving meeting. The group is responsible for sending a memo to the class preparing them for the meeting, developing a meeting agenda, and then developing a presentation that walks through the agenda (explaining the problem, discussing solutions, and asking for a response). Each group will attempt to identify a solution that is mutually acceptable to all class members.

Project 4: Problem Solving Podcast

The final project for this course will give you the opportunity to demonstrate your ability to articulate ethical and effective business communication practices by developing a persuasive podcast episode that addresses a potentially problematic communicative scenario and then uses various forms of support to provide a solution to this scenario. For this project you will also prepare a reflection paper.

Attendance Assignments

To ensure that you are keeping up with course content and to help solidify your understanding of various topics that are used throughout this course, there will be attendance assignments that you will need to complete each week. These will typically take the form of a discussion board post, but they might also include other work depending on the topic. These assignments will be ungraded, however, failure to complete these assignments will count as absences and can result in being dropped from the course.

*Note: More details about each of these assignments will be available on Brightspace.

Course Grading Information

Each assignment in this course will receive a score out of the following possible points.

- Project 1   100
- Project 2   100
- Project 3   100
- Project 4   100

Your grade for the course will be based on your cumulative score out of a possible 400 points.

- A   360 and above
- B   320 – 359
- C   280 – 319
- D   240 – 279
- F   below 240

Grading Notes:

- Completion of each of the 4 major projects is **necessary** to receive a passing grade in the course.
- Rubrics for all projects will be available ahead of time so you can make sure you are meeting project requirements.
- Grades for written project documents will be factored into your total project grade.
- I do not round up grades and **extra credit** is never offered on an individual basis. If extra credit is offered, it will be offered to the entire class. If you need to achieve a specific grade in this class, I highly suggest you meet with me early in the term to discuss what you will need to do rather than asking for more points later in the term.

Course Notes and Instructor Recommendations

- The Instructor Plan, assignment sheets, and other documents are available on Brightspace. Check back frequently to ensure you are up to date on course content.
- This is a condensed class with assignments/projects often due in quick succession. Look ahead and plan what steps you need to take to ensure you do not fall behind.
- I am here to help! If you need clarification or would like me to look at a project or outline, please do not hesitate to ask. It is up to you to take initiative and ask for help.

Course Policies

Attendance, Late Work, and Make Up Work Policies

Attendance is **mandatory** and will be taken based on your completion of the required attendance activities and projects.

- If your reason for being absent is recognized by the College as **excused**, please let me know ahead of time and email satisfactory documentation to me within 2 days of the absence. It is your responsibility to make up any course material missed.
- Following MCC policy, being absent from more than 25% of scheduled class meetings (2) will result in being dropped from the course. If you have already reached the maximum allowable drops, each absence will result in a 10-point deduction from your final grade.
- Regarding **late work**, it is your responsibility to make sure that you work is completed on time. Submit assignments early to ensure that if you experience technical issues they can be addressed before assignment deadlines. If you are not going to be able to complete an assignment or project by the scheduled due date, it is your responsibility to contact me **before the due date**. I am often willing to give students extra time, but only if they take the initiative and actively communicate with me in advance. If I do not hear from you before the due date, I will not accept your assignment or project for credit.

(https://www.mclennan.edu/highlander-guide/policies.html)

Click on the link above for the college policies on attendance and absences.

Decorum

As an adult and college student, you are expected to present/conduct yourself accordingly/appropriately.

- You are expected to demonstrate consistent maturity, respect, and positivity in your communication with myself and other students.
- As this is a shared communicative context, it is imperative that all exchanges be appropriate, civil, and constructive, and that the educational environment be tolerant and supportive.

Academic Honesty

Academic honesty is always expected. As such, plagiarism and cheating of any kind will not be tolerated. If you are caught in the act of cheating or turn in an assignment that is plagiarized in ANY way, you will receive an "F" for the course and be prosecuted according to the full extent of MCC guidelines.

*[**Click Here for the MCC Academic Integrity Statement**](**www.mclennan.edu/academic-integrity**) (**www.mclennan.edu/academic-integrity**)

Grading Philosophy

Grades are earned by you and assessed by me based both on 1) the caliber of scholarship that is demonstrated/submitted and 2) the extent to which it meets/exceeds established criteria. Therefore, while desire, motivation and effort are all highly prizes attributes often necessary for academic advancement, it is only the measurable manifestation of these qualities that I can and will evaluate.

Assignment Feedback and Grade Questions

If you would like feedback on an assignment prior to turning it in, I would be happy to look at your work. Please allow adequate time for material to be reviewed so that substantive comments can be provided. Grades will be posted on Brightspace within 2 of each submission deadline. Legitimate, substantive, and timely grade questions may be discussed privately and after at least one full day has passed since the grade and feedback is returned to you. Be prepared to share with me your thoughtful, specific grade question(s) in a respectful manner. An inquisitive versus accusative attitude/approach will be of much greater benefit to you.

Useful Links

McLennan Community College Library: http://www.mclennan.edu/library/
Student Support Services: http://www.mclennan.edu/student-support-services/
Technology Support Desk: http://www.mclennan.edu/tech-support/

Course Schedule

Week 1 (7/8-7/14)

- Unit 1 - Verbal/Nonverbal Messages & Listening
    - Attendance Assignment 1 suggested completion date, Saturday, 7/10
- Unit 2 - Organizational Culture & SWOT Analysis
    - Attendance Assignment 2 suggested completion date, Monday, 7/12
- **Attendance Assignment 1/Attendance Assignment 2 (due Wednesday, 7/14)**

Week 2 (7/15-7/21)

- Unit 3 - Understanding Your Audience & Organizing Your Presentation
    - Attendance Assignment 3 suggested completion date, Saturday, 7/17
- Unit 4 - Using Support & Delivering Your Presentation
    - Attendance Assignment 4 suggested completion date, Monday, 7/19
- **Project 1/Attendance Assignment 3/Attendance Assignment 4 (due Wednesday, 7/21)**

Week 3 (7/22-7/28)

- Unit 5 - Interviewing Skills & Techniques 1
    - Attendance Assignment 5 suggested completion date, Saturday, 7/24
- Unit 6 - Interviewing Skills & Techniques 2
    - Attendance Assignment 6 suggested completion date, Monday, 7/26
- **Project 2/Attendance Assignment 5/Attendance Assignment 6 (due Wednesday, 7/28)**

Week 4 (7/29-8/4)

- Unit 7 - Collaborating in Teams
    - Attendance Assignment 7 suggested completion date, Saturday, 7/31
- Unit 8 – Team Meetings
    - Attendance Assignment 8 suggested completion date, Monday, 8/2
- **Project 3 Initial Presentation/Attendance Assignment 7/Attendance Assignment 8 (due Wednesday, 8/4)**

Week 5 (8/5-8/11)

- **Project 3 participation/summary presentation (due Saturday, 8/7)**
- Unit 9 – Directional Communication & Persuasion
    - Attendance Assignment 9 suggested completion date, Monday, 8/9
- **Project 4/Attendance Assignment 9 (due Wednesday, 8/11)**

*Notes:

- Weeks for Summer 2 run from Thursday to Wednesday.
- All items in **bold** include official course due dates (in almost all cases this is on Sunday), all items not in bold are associated with suggested completion dates to keep you on track (typically Wednesday and Friday).
- Unless otherwise stated, all projects will be **due by 11:59 pm on the date listed above.**
- Any changes to this schedule will be posted on Brightspace.

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ACADEMIC RESOURCES/POLICIES

Student Support/Resources:
MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at http://www.mclennan.edu/campus-resource-guide/

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:
Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

Minimum Technical Skills:
Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:
In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

Minimum System Rquirements to Utilize MCC's D2L|Brightspace:
Go to https://www.mclennan.edu/center-for-teaching-and-learning/Faculty%20and%20Staff%20Commons/requirements.html for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Email Policy:
McLennan Community College would like to remind you of the policy (http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

Instructional Uses of Email:
Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:
The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

Forwarding Emails:
You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

MCC Academic Integrity Statement:
Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

Accommodations/ADA Statement:
Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit www.mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:
> disabilities@mclennan.edu
> 254-299-8122
> Room 319, Student Services Center

Title IX:

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting http://www.lighthouse-services.com/mclennan/.

Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.