

SUL ROSS STATE UNIVERSITY
COMM 1320 Business and Professional Communication

Summer II 2022
Mon-Fri
Via Blackboard

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Summer Office Hours: by appointment

COURSE DESCRIPTION

Odds are, you are working towards your undergraduate degree because you plan to have a career after graduation. The goal of this course is to provide you with important communication tools in support of your goals.

While there is constant evolutions, communication in the professional world has some long-established ground rules; expectations about the way you present yourself in written and oral communication. These rules vary from one job sector to another – for example, the format of a résumé for a pharmaceutical sales rep looks very different from the résumé of an actor seeking a role in the professional theater world. Some professions require a *curriculum vitae*, which is a longer, more-detailed version of the one-or-two-page résumé other hiring managers consider standard.

We will explore the standards of business and professional communication in this class, and begin to master the basic forms of this area – résumés, cover letters, memos, business emails, and presentations. We'll touch briefly on interviews, meetings, and interpersonal business relations.

Summer session classes move REALLY FAST. You MUST keep up with the reading. As long as you read a chapter per day, you'll be fine. Fall behind at your peril.

Communication Program

Student Learning Outcomes

SLO 1: Students will be able to analyze communication content for argument, including identification of major elements, such as claim, warrants, and data.

SLO 2: Students will be able to effectively construct messages appropriate to audience, purpose, and context; including electronic media technologies.

SLO 3: Students will be able to apply Communication theories, perspectives, principles, and concepts to the analysis of communication situations.

**Communication Program
Marketable Skills**

- 1) Mastery of professional format, language, and content suitable for any workplace,
- 2) Effective writing skills, and
- 3) Demonstrated ability to use technology to deliver messaging.

PREREQUISITES

None.

COURSE OBJECTIVES

By the end of this class, students will:

Demonstrate basic skills in professional written communication across several formats and mediums

Articulate issues in professional communication and presentation

Produce beginner-level business presentation support materials

COURSE ASSIGNMENTS:

1) Chapter Quizzes	40%
2) résumé assignment	15%
3) Cover letter assignment	15%
4) Presentation assignment	12.5%
5) Final Exam	17.5%
TOTAL	100%

Required Textbooks for this class:

Business and Professional Communication: Keys for Workplace Excellence, 4th edition

Quintanilla, Whal, SAGE PUBLICATIONS, 2020

Materials Required:

None.

CLASS DATES: Assignments and Deadlines

Note that these dates and the details of each class are subject to change at the instructor's discretion

Week	Date	Topics and Assignments
1	July 6	Review Syllabus. Diagnosis questions
2	July 11-15	Read Chapters 1 through 3. Reading quiz AVAILABLE on July 14. Deadline to complete on Blackboard: July 19
3	July 18-22	Read Chapters 4 through 6. Reading quiz AVAILABLE on July 20. Deadline to complete on Blackboard: July 26 Résumé / Cover Letter Assignment
4	July 25-29	Read Chapters 8 and 9 (YES! We are skipping chapter 7). Reading quiz AVAILABLE on July 27. Deadline to complete on Blackboard: August 2 Résumé / Cover Letter Assignment DUE July 29 Presentation Assignment
5	Aug 1-5	Read Chapters 10 and 11. No quizzes, but this material will be on the final. Presentation Assignment DUE AUG 5
6	Aug 8	FINAL EXAM FINAL EXAM: MONDAY, AUG 8 ON BLACKBOARD.

GRADING

Assignments are valued as follows:

1) Chapter Quizzes	40%
2) Résumé assignment	15%
3) Cover letter assignment	15%
4) Presentation assignment	12.5%
5) Final Exam	17.5%
TOTAL	100%

Grading Criteria:

A = Exceptional. Demonstrates mastery of material beyond expectation. Professional quality of work. Highest level of scholarship.

B = Above average. Demonstrates mastery of material. Work is of better-than-expected quality, but not quite professional. High level of scholarship.

C = Average. Demonstrates proficiency with material. Work is of amateur quality. Ordinary level of scholarship.

D = Below Average. Less than proficient with material. Work shows errors, careless mistakes, or is just plain wrong. Poor scholarship.

F – Failure. Material incomplete. Work grossly negligent or incomplete. No evidence of scholarship present.

TARDINESS / ABSENCE POLICY

Attendance (which means online participation) is 10% of your grade. That’s the difference between an “A” and a “B”...or an “F” and a “D.”

TARDINESS

Class **BEGINS EXACTLY AT THE APPOINTED TIME**. It is your responsibility to be prepared to begin **BEFORE** the class starts.

Three instances of tardiness is equivalent to one absence. See below for the class absence policy.

THE INSTRUCTOR RESERVES THE RIGHT TO DENY ENTRY TO STUDENTS WHO ARE NOT PRESENT AT THE START OF CLASS* – ON THE HOUR. PLAN ACCORDINGLY. ON-TIME is EARLY!

*Exceptions will be made only for those with classes located in RAS whose end time makes on-time arrival impossible.

Punctuality is essential in this business. Tardiness will not be tolerated.

Absence Policy, from the Sul Ross State University 2012-2014 Course Catalogue:

CLASS ATTENDANCE

Regular class attendance is important to the attainment of the educational objectives of the University. Each instructor will keep class attendance records, and the instructor's policy on class attendance will be explained at the beginning of the semester or term.

The instructors will drop a student from a course when the student has a total of nine absences. A student will be dropped for excessive absences in remedial courses after nine absences.

An absence is defined as non-attendance in fifty minutes of class; for example, non-attendance in a one and one-half hour class will constitute one and one-half absences and non-attendance in a three-hour class will constitute three absences. An absence because of participation in an official University activity is considered to be an authorized absence.

AMERICANS WITH DISABILITIES ACT STATEMENT

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203.
