Course Requirements and Policies

COURSE OVERVIEW
Communication Studies 240 is designed to achieve two broad objectives. First, the course will advance your knowledge of the communication process in business settings. You will accomplish this objective through a combination of oral and written assignments that are designed to prepare you for communication in the workplace. Second, the course is designed to strengthen your skills as a speaker. You will advance your skills through actively participating in a series of individual and group presentation assignments. Following the completion of the course, you will be prepared to build on your understanding of organizational communication so that you may continue to strengthen your business communication skills.
COURSE OBJECTIVES
After completing this course, you should:

1. Possess an understanding of the communication process;
2. Possess an understanding of how to prepare, deliver, and evaluate messages in organizational contexts;
3. Demonstrate an understanding of the ethical responsibilities associated with business communication; and
4. Demonstrate the skillful use of communication in interpersonal, group, and presentation contexts.

REQUIRED TEXT
Business and Professional Communication by John Haas

WEB PAGE RESOURCES
School of Communication Studies
http://www.cci.utk.edu/commstudies/oral

Hodges Library
http://www.lib.utk.edu/instruction/speech210.html

Finding Statistical Information
UT Library
http://www.lib.utk.edu/instruction/statistics.html
Statistical Resources on the Web
http://www.lib.umich.edu/govdocs/statsnew.html
Center for Business and Economic Research (UT)
http://bus.utk.edu/cber/

Databases
http://www.lib.utk.edu/databases/

Business News Sources
Business Week
http://www.businessweek.com/
Wall Street Journal
http://online.wsj.com/home-page
Money Magazine
http://money.cnn.com/
Bloomberg Financial Network
http://www.bloomberg.com/?b=0&Intro=intro3
Forbes
http://www.forbes.com/
Fortune Magazine
http://money.cnn.com/magazines/fortune/
Media and Marketing News
Marketing VOX—The Voice of Online Marketing
http://www.marketingvox.com/
Direct Marketing News
http://www.dmnews.com/
Advertising Age
http://adage.com/index.php
Media Week
http://www.mediaweek.com/mw/index.jsp

Corporate Financial Information and Exchanges
UT Library
http://www.lib.utk.edu/cgi-perl/dbBroker.cgi?subheading=50
New York Stock Exchange
http://www.nyse.com/
NASDAQ
http://www.nasdaq.com/

International Business
CIA—The World Factbook
International Market Research Reports
Trade Data

Local Sources
Knox County Government
http://www.knoxcounty.org/
State of Tennessee
http://www.state.tn.us/
Knoxville Chamber Partnership
http://www.knoxvillechamber.com/
Student Responsibilities

In order to achieve the course objectives, you must conform to the following policies:

Communication Studies 240 is not a lecture course. Rather, it is designed as a performance course. Most of your time will be spent interacting with others through presentations and class activities. You are responsible for reading the material assigned for each class.

Class attendance is mandatory. Absences will affect your final grade as follows:

- For M/W/F classes, you are permitted a total of three (3) absences for any reason, including sickness, funeral, personal emergency, school, sponsored event, etc. For a T/R class, you are permitted two (2) absences for any reason, including sickness, funeral, emergency, school, sponsored event, etc.

- Each additional absence, beyond the number permitted, will result in a reduction of your final grade (as determined by your instructor).

- All assignments must be submitted on time. Because major assignments such as presentations and exams are announced well in advance, a makeup will only be allowed in the case of a documented illness or family crisis and with the consent of your instructor.

- It is your responsibility to contact the instructor concerning illnesses or other circumstances that prevent attendance before the next scheduled class meeting, or if possible before the absence occurs.

Four broad guidelines have been established for the presentations:

- Presentations must be original and reflect careful preparation. Standards of originality and thorough preparation require that the viewpoint, structure, and style of the presentation be your own, except where specific indebtedness is acknowledged by oral and written citation. The university policy concerning academic integrity will be applied in this course (see page 11 of your Student Handbook, Hilltopics).

University of Tennessee Honor Statement: “An essential feature of the University of Tennessee is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.”

- All presentations must be within the boundaries of good judgment and taste. If you are in doubt about what is appropriate, check with your instructor before the presentation is delivered.
• You must adhere to all legal statutes governing the community and university. Illegal or hazardous articles or materials (drugs, alcohol, firearms or other weapons, live animals, explosives, etc.) and potentially disruptive or dangerous activities (tuning motorcycle engines, extracting snake venom, cleaning fish, etc.) are not permissible in the classroom under the guise of visual aids or demonstrations. If you are unsure whether your visual aid meets these guidelines, contact your instructor in advance for approval.

• You may not jeopardize the safety of any audience member.

Assignment List
The course assignments will be selected by your instructor from the following list:

SELF-INTRODUCTION PRESENTATION
New organization members must be introduced to co-workers. The purpose of this assignment is to introduce you to other members of the organization (i.e., the class) in a brief presentation. Your instructor will determine the length of this presentation. For this assignment, share with the audience information about you that would be appropriate for the workplace and allow you to develop effective workplace relationships.

IMPROPTU PRESENTATION
Many speaking situations that you encounter in the workplace will be impromptu. That is, you will be required to speak with little or no preparation. Not surprisingly, it is a challenge to represent yourself (and your organization) well in work situations involving impromptu presentations. One of the goals of this class is for you to organize your thoughts and present them clearly. The impromptu speech will give you the best opportunity to think on your feet and recognize the importance of a well-organized message.

INFORMATIVE OR DEMONSTRATION PRESENTATION
Requires presentation outline
Organization members are frequently called upon to inform others about workplace processes or procedures. Choose a work-related topic for this presentation that is informative in nature and includes at least five (5) appropriate sources of information.

PERSUASIVE PRESENTATION
Requires presentation outline
For this assignment, select a topic that involves something that you seek to change (such as a policy or procedure) about your organization. You will prepare and deliver a presentation designed to change or reinforce the attitudes, beliefs, and/or behaviors of the audience regarding the policy or procedure. Include at least five (5) appropriate sources of information.
GROUP/TEAM PRESENTATION
Requires presentation outline
As part of a group, students will prepare a persuasive presentation involving a product or a service. Your instructor will work with you to identify an appropriate product or service-related topic for this assignment. Each group will delegate internal roles in a manner so that the instructor can easily identify each group member's contribution to the project. Include at least five (5) appropriate sources of information for this assignment.

INTERVIEW PROJECT
For this assignment, you must select a person who currently holds a professional position similar to one that you might seek in the future. For example, if you seek to become a marketing manager for a media company, identify a person who currently holds that kind of position. Arrange and conduct an interview with that person, using the sample interview guide located in the interview chapter of this text. Prepare a two-page summary of the interview and provide an evaluation of your performance as the interviewer. Alternatively, your instructor will assign a mock interview to be conducted in class.

RÉSUMÉ/COVER LETTERS PROJECT
You will compose a résumé and cover letter appropriate for use as part of an actual job application process, using factually correct information about the company and yourself.

EXAMINATIONS
Examinations will cover assigned readings and information covered in class. Exams may include multiple-choice, matching, true/false, and short-answer questions.

RESEARCH PARTICIPATION
Each student will have the opportunity to participate in two (2) research projects during the course of the semester. For your participation, you will receive extra credit. This assignment has been developed to support research projects of faculty and graduate students. Your instructor will announce the dates for the research participation.

Please note: If you miss research participation credit, you might not be able to make it up. There is no guarantee that another extra credit opportunity will be offered.
Criteria for Grading Presentations
Communication Studies 240 instructors follow the same guidelines in grading assignments. In general, a C on a presentation means that you have met the minimum requirements for that assignment; a grade of A or B means that you have exceeded the minimum requirements in a significant way; and a grade of D or F means that you have failed to meet two or more of the requirements for the assignment. The average grade for major presentations in this class is a C. In addition, attempting or merely completing a presentation does not guarantee that you pass the assignment. More specific information on grading criteria is provided below.

1. **C = Average, satisfactory work.** To be judged as average and satisfactory, your work must:
   a. Meet all specific requirements for the assignment (length, purpose, organization, sources, delivery, etc.)
   b. Be delivered on the assigned date and within the appropriate time limit
   c. Exhibit sound organization—a clear purpose, adequately supported by main ideas that are easily identified
   d. Be intellectually sound in developing a topic of worth, with adequate and dependable supporting materials
   e. Fulfill any special requirements of the assignment, such as use of three examples of supporting material
   f. Reflect clear, understandable delivery
   g. Be correct in grammar, pronunciation, and articulation

2. **B = Above average work.** To be judged as above average, your work must meet the criteria for a C, as well as the following:
   a. Exhibit skillful use of connectives/transitions
   b. Demonstrate above-average skill in using language, organization, and supporting materials to engage and challenge the audience
   c. Establish genuine rapport and interaction with listeners through style and delivery
   d. Challenge the audience to think, or arouse in listeners a depth of response

3. **A = Superior work.** To be judged superior, your work must meet the criteria for a C and B, as well as the following:
   a. Constitute a genuinely individual contribution to the audience's thinking
   b. Demonstrate exceptional skill in using the communication elements to create audience understanding and acceptance of a complex viewpoint or argument
   c. Illustrate skillful mastery of connectives/transitions and of presentation of ideas
4. **D or F = Below average work.** To be judged below average means that your work is deficient in some or several of the factors required for an average C grade. Any presentation that is read from notes or lacking the required number of sources cannot be assigned a grade above a C.

**Additional Grading Criteria**

**Dress Code.** On presentation days, all students are expected to dress in business casual clothing. Research is clear on this point: Speaker appearance has a direct impact on audience perceptions of credibility.

**Cell Phones and Electronic Devices.** Turn **off** your cell phones and electronic devices (e.g., iPod) before the class starts. You will be penalized if your phone rings during a scheduled class meeting. Your instructor will inform you of the penalty for his/her class.

If you have questions about the policies or procedures, it is your responsibility to raise the issue with your instructor. If you are unable to resolve the question with your instructor, you may schedule a meeting with Dr. John Haas, Director of the School of Communication Studies. His office is located in 293 Communications Building.