



Fundamentals of Public Speaking & Communication: Business Version

This section of *Fundamentals of Public Speaking and Communication: Business Version* (COMM 145/B) has two general aims. First, it is designed to advance your understanding of the communication process, with emphasis on communication as it occurs in organizational settings. Second, the course is designed to strengthen your skills for preparation and delivery of the kinds of presentations often required in a professional workplace.

WESTERN KENTUCKY UNIVERSITY
DEPARTMENT OF COMMUNICATION
130 FINE ARTS CENTER / 270-745-3296

COMM 145
FUNDAMENTALS OF PUBLIC SPEAKING & COMMUNICATION: Business Version
Spring 2018 Syllabus

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Course Objectives

COMM 145 fulfills the Human Communication requirement in WKU's Colonnade (Foundations category), and satisfies the Public Speaking requirement for WKU's General Education program (Category A-III).

Colonnade learning objectives for Human Communication:

Learning Objective 1: Students will demonstrate the ability to listen and speak competently in a variety of communication contexts, which may include public, interpersonal, and/or small-group settings.

Learning Objective 2: Students will demonstrate the ability to find, analyze, evaluate, and cite pertinent primary and secondary sources, including academic databases, to prepare speeches and written texts.

Learning Objective 3: Students will demonstrate the ability to identify, analyze, and evaluate statements, assumptions, and conclusions representing diverse points of view, and construct informed, sustained, and ethical arguments in response.

Learning Objective 4: Students will demonstrate the ability to plan, organize, revise, practice, edit, and proofread to improve the development and clarity of ideas.

In keeping with objectives developed by the Department of Communication, students in COMM 145B will also be able to:

- Design and deliver messages appropriate to various audiences and occasions, with specific focus on the business context.
- Communicate a clear thesis and purpose.
- Research, evaluate, and incorporate supporting material.
- Construct and deliver organized presentations with well-developed introductions, main points, conclusions, and transitions.
- Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages (e.g. vocal variety, articulation, and movements).
- Demonstrate understanding of the communication process.
- Acquire skills to communicate with others, both publicly and interpersonally.
- Understand and identify the basic principles of effective group communication and listening.

Course Resources

Required Text

Fundamentals of Public Speaking and Communication: Business Emphasis (Custom Edition, for Western Kentucky University COMM 145B, 2016). Thousand Oaks: Sage.
ISBN: 978-1-5063-5640-2

Because this course uniquely combines the fundamentals of public speaking with a business-related emphasis, we felt a special text was required. For that reason, we have customized an edition which combines the most pertinent material from two different textbooks. As you read through your textbook and complete assigned readings, please use my course documents, and refer to your textbook's table of contents and the labels at the top of each page (e.g., SAGE Custom Books-Chapter 4-page 69). Because chapters originated in two different books, page number references within the actual text of some chapters may be inaccurate. If you have questions, ask your instructor.

Databases

<http://libguides.wku.edu/databases>

Suggested & Approved Business News Sources

Advertising Age
<http://adage.com/>

Adweek
<http://www.adweek.com/>

Bloomberg
<http://bloomberg.com>

Businessweek
<http://www.businessweek.com/>

CNNMoney
<http://money.cnn.com/>

Forbes
<http://www.forbes.com/>

Fortune
<http://fortune.com/>

Modern Healthcare
<http://www.modernhealthcare.com/>

New York Stock Exchange
<https://www.nyse.com/index>

PRNews
<http://www.prnewsonline.com/>

Wall Street Journal
<http://online.wsj.com/home-page>

Suggested & Approved Local Sources

Bowling Green Area Chamber of Commerce
<http://www.bgchamber.com/>

Barren River Area Development District
<http://www.bradd.org/>

Kentucky Government (Sec'y of State, etc.)
<http://kentucky.gov/Pages/home.aspx>

Agency Websites

Small Business Administration
www.sba.gov

U.S. Census Bureau > Research Data
<http://www.census.gov/research/data/>

U.S. Patent & Trademark Office
www.uspto.gov

Personal Librarian Service*

Helm-Cravens Reference Desk
270-745-6125 / web.reference@wku.edu

**See p. 9 of syllabus for more information*

Course Structure & Major Assignments

This course will blend a traditional lecture/discussion/test approach with occasional in-class exercises, homework, a sequence of presentations, and a corresponding research/writing assignment. Your final letter grade will be based on the percentage of possible points earned.

Overview of Assignments & Point Values

Exams & Quizzes	200 points
Presentations	275 points
Biz+ Report	(50)*
Informative	(100)*
Persuasive	(125)*
Self-Evaluations (2)	50 points
Exercises & Activities	75 points
Written Business Proposal	100 points
<hr/> TOTAL	<hr/> 700 points

Final Grade Scale	
A	= 700 – 630 pts (90% – 100%)
B	= 629 – 560 pts (80% – 89%)
C	= 559 – 490 pts (70% – 79%)
D	= 489 – 420 pts (60% -- 69%)
F	= 419 – below (Below 60%)

*includes points for Outline

Exams & Quizzes

Exams and/or quizzes will be used to gauge your understanding of the course material from assigned reading in the textbook and from class lecture/discussion. Exams are included in your course calendar. Quizzes may or may not be announced in advance. Exams and quizzes may include various question formats.

Graded Presentations

This course will include three graded presentations. Starting with a basic oral report, each subsequent assignment will build concepts or skills onto those already learned. More detailed instructions and a corresponding grading rubric will be provided in class for each presentation.

BIZ+ Report

Locate, read, and analyze a recent article about a topic that interests you from the world of business; then deliver a 1-2 minute report that summarizes the contents of the article. The report should exhibit clear, easy-to-follow content, and effective delivery.

Requirements will include:

- Article must be recent, and from a credible source;
- A brief, typed, outline must accompany the presentation;
- A hard copy of the first page of the article must be submitted along with the outline.

Presentation 1 (Informative Business Presentation)

Prepare and deliver a 4-5 minute informative business presentation on a topic fitting guidelines to be provided by your instructor. In general, your presentation should exhibit content appropriate for the assignment and audience, effective organization, and skillful delivery.

Requirements will include:

- A minimum of three outside sources should be cited orally within the presentation. Acceptable sources include: trade magazines, journals, newspaper articles, expert interviews, etc. Only one credible website is allowed (this restriction does not apply to articles accessed through research databases or other pre-approved news sources).
- Preparation Outline following class guidelines, typed, and accompanied by Works Cited/References page, must be submitted at time of delivery
- Visual Aid/PowerPoint may be required

A Self-Evaluation assignment will also accompany this presentation.

Presentation 2 (Persuasive Speaking Assignment: Proposal)

Prepare and deliver a 5-6 minute business presentation/proposal. Your goal will be to change or strengthen your audience's beliefs/attitudes and/or to shape the audience's behavior. Content will reflect the Written Business Proposal assignment. In general, your presentation should exhibit content appropriate for the assignment and audience, effective organization, and skillful delivery.

Requirements will include:

- A minimum of three outside sources should be cited orally within the presentation. Acceptable sources include: trade magazines, journals, newspaper articles, expert interviews, etc. Only one credible website is allowed (this restriction does not apply to articles accessed through research databases or other approved news sources).
- Identifiable strategies for persuasion should be incorporated in development of content
- Preparation Outline following class guidelines, typed, and accompanied by Works Cited/References page, must be submitted at time of delivery
- Visual Aid/PowerPoint will be required

A Self-Evaluation assignment will also accompany this presentation.

Self-Evaluations

Thoughtful, guided reflection on our work can fuel improvement. So a self-evaluation assignment will accompany both the Informative and Persuasive presentation. The exact form of these evaluations will be discussed in class.

Exercises & Activities

A portion of your course grade comes from a variety of exercises and activities throughout the semester. From brief speaking assignments, to traditional homework, to activities to be performed both in and out of class, these will help learn and apply key concepts from the course.

Written Business Proposal

Effective communication in a business/professional setting includes clear and compelling writing. This assignment will require you to conduct research, follow assigned guidelines for content and formatting, and submit a written proposal. In general, the proposal will be graded on persuasive content/organization, clarity of writing, and adherence to standards of professionalism in style and appearance. Along with the details of the assignment, a more specific grading rubric will be provided in class.

Requirements will include:

- Incorporate a minimum of three sources, cited within the text of the proposal, and listed in an attached References/Works Cited page
- Proposal must be professional in appearance: typed, double-spaced, 12-point Times New Roman
- Expected length is 3-5 pages (not counting cover page and bibliography)
- Submitted in person, on date assigned – papers turned in late will not receive full credit (directions will be given in class if electronic submission is also required)

This proposal will also become the basis for the Persuasive Presentation assignment.

Student Responsibilities

Positive course outcomes in terms of both learning and grades start with class attendance. Class time will be used to present and discuss fundamental course concepts, some of which will be in your textbook, and some of which will be introduced by your instructor. Class time will be used to give and clarify assignments. Class time will occasionally be used to practice application of concepts, and some of that practice may be graded. And class time will be used to deliver graded presentations, and to listen to, and learn from, classmates' presentations. Attendance is vital for success in COMM 145/B. Additional student responsibilities relate to behaviors necessary for maintaining a productive and civil learning environment in which academic integrity is valued.

Attendance and Credit Policy

Assignments must be submitted in person, in class (not by e-mail), when due. No credit will be given for assignments turned in late for any reason other than an excused absence. If you fail to get directions for an assignment because of an absence, it is your responsibility to obtain directions and submit the work by the due date in order to receive the credit.

We learn by doing, and by observing others. So attendance is mandatory for all students on all days that anyone is assigned to deliver a presentation. Each unexcused absence on an assigned presentation day may be penalized with a 5-point deduction from your final course grade.

Not only are you expected to be in class each day, but you also need to be on time. Tardiness is unprofessional and disruptive. Unexcused tardiness may be penalized by not being allowed to make up work (including quizzes) done in class prior to your arrival. Leaving class before dismissal (without prior instructor permission) will also be considered a form of tardiness.

Make-up work is allowed only if your absence is excused. This policy applies to written work of any sort, and to delivery of presentations on assigned dates. You are responsible for contacting your instructor regarding any excused absence. You must present written documentation *in advance* of an absence for a university-sponsored event, and the day you return to class for any other absence, or it will be counted as unexcused. For presentations, the speaking order is often determined in advance; therefore, if you are traveling for a university-related event, you may be required to speak on an earlier day of the assignment.

An excused absence is defined as:

- Illness of the student or serious illness of a member of the student's family;
- The death of a member of the student's immediate family;
- Trips for members of student organizations sponsored by an academic unit, trips for University classes, and trips for participation in intercollegiate academic or athletic events;
- Major religious holidays.

In case of a weather emergency....

If the University should be forced to close because of dangerous weather conditions, notices will be sent via WKU's homepage, text alerts to your cell phone, and other media. If this occurs, also monitor your Topper e-mail account for instructions from your teachers. If you cannot travel safely even though the University is open, communicate immediately with your instructor.

Electronic Devices Policy

The verdict is in. You may be physically present in a classroom, but mentally absent, and especially if preoccupied with an electronic device such as your cell-phone, tablet, or laptop. Recent studies in university settings have found that students using devices for reasons other than note-taking or classwork score lower on all types of graded work. And your use of devices for non-academic purposes is discourteous and distracting to others, including your instructor. For these reasons, for your benefit and for the class's, no electronic device should be on or in use unless you're using it to take class notes, or to participate in an instructional activity for this class. This policy applies during student presentations as well as during lecture and discussion. Persistent violators of this policy may be asked to leave the classroom.

Because of the potential for using an electronic device for cheating, any student discovered using an electronic device during a quiz or exam will be given a '0' on that quiz or exam. It will be the instructor's decision whether to invoke additional penalties as provided for by University policy.

Civil Class Participation

All students are encouraged to participate in class discussions, through asking relevant questions, sharing personal experiences that apply course concepts, and answering questions designed to promote thinking and participation.

In order to build an open, professional classroom atmosphere in which everyone can participate effectively and comfortably, everyone should follow certain ground rules. These rules of civility include but are not limited to:

1. **Displaying respect** for all members of the classroom community, (fellow students and instructor) including their expression of ideas.
2. **Paying attention to and participating** in lectures, group activities, presentations, and other exercises.
3. **Avoiding unnecessary disruptions** during class such as ringing cell phones (turn them off before class), **text messaging**, private conversations, reading newspapers, and doing work for other classes (see Electronic Devices Policy). During student presentations, do not leave or re-enter the room while someone is speaking.
4. **Avoiding negative, disrespectful or derogatory language** on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status that may unnecessarily exclude or affect members of our campus and classroom community.

Academic Offenses

Western Kentucky University and the Department of Communication are committed to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on an exam, purchasing papers, speeches, or other assignments, or presenting part or all of another former or current student's work as your own will immediately receive a failing grade on the assignment and potentially in the course, and will be reported for disciplinary action.

Refer to WKU's current Student Handbook for additional information about academic dishonesty and corresponding penalties (pp. 36-37, accessible online at www.wku.edu/handbook/).

All of the individual assignments you complete for COMM 145 – written and oral – are always to be your own work, and original for this class. Aside from copying work, **plagiarism** includes incorrectly citing sources or presenting someone's information as your own, without crediting the source. You are responsible for telling your reader or your listeners whether you are:

- directly quoting from a source
- paraphrasing closely from a source, which means using significant portions of another source's sentences or language
- using the ideas advanced by a different source

In written form, you must use quotation marks when referring to another's work. In a speech where you are quoting or paraphrasing, you can say "According to... (give name)...."

An electronic plagiarism detection tool (SafeAssign within BlackBoard) may be used to confirm that you have used sources accurately in your presentation outlines and/or other written work. Assignments submitted to SafeAssign will be included as source documents in SafeAssign's restricted access database solely for the purpose of detecting plagiarism in such documents. You will be provided specific instructions in class prior to submission of work.

If you have any questions about whether you may be plagiarizing in your work, please be sure to contact your instructor well in advance of the due date for your assignment.

If You Need Help....

Please visit your instructor during office hours, send an e-mail, or schedule an appointment for a meeting. Also, take advantage of any of these additional sources of help.

The Communication Success Center (CSC)

Help from peers who have experience with this course will be available this semester in FAC 138. Get tutoring on everything from topic ideas for presentations, to effective outlining, to writing persuasively and well. Hours are posted on or beside the door. For more information, contact the Department of Communication, ask your instructor, or drop by the CSC.

Research Appointments with your Personal Librarian

Librarians for every program on campus, plus Special Collection librarians and archivists, are available to help you jump start your research. Their goal is to help you save time, and succeed on any project requiring research. Call 270-745-6125, e-mail web.reference@wku.edu, or find them at: http://www.wku.edu/library/dlps/subj_lib_subj.php. Start by making an appointment.

The Learning Center (TLC)

The Learning Center (located in the Downing Student Union, 2141) provides free supplemental education programs for all currently enrolled WKU students. The Learning Center at Downing Student Union offers certified, one-on-one tutoring in over 200 subjects and eight academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and a computer lab to complete academic coursework. Please call (270) 745-5065 for more information or to schedule a tutoring appointment. www.wku.edu/tlc

The Writing Center

Administered by the Department of English, and staffed by English majors and graduate students, help from The Writing Center is especially well-suited to the needs of students developing ideas and outlines for presentations, including, but not limited to: clarifying main points, strengthening logic and support, smoothing out organization, and integrating and properly crediting your sources. For more information, or to access The Writing Center's online appointment-scheduler or paper submission portal, visit their website at <http://www.wku.edu/writingcenter/index.php>.

Special Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union (room 1074; phone 270-745-5004 [270-745-3030 TTY]; e-mail sarc.connect@wku.edu). Please do not request accommodations directly from your teacher without a Faculty Notification Letter (FNL) from the Student Accessibility Resource Center (SARC Office).

Student Resource Portal

Point your browser to <https://www.wku.edu/online/srp/> for access to a variety of services you may find helpful with this class or with others during your time at WKU.

Personal Safety & Title 9 Compliance

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

Public Speaking Contest

From time to time, WKU provides students in COMM 145 an opportunity to participate in a public speaking contest. Information will be shared in class about any such opportunity that becomes available this semester.