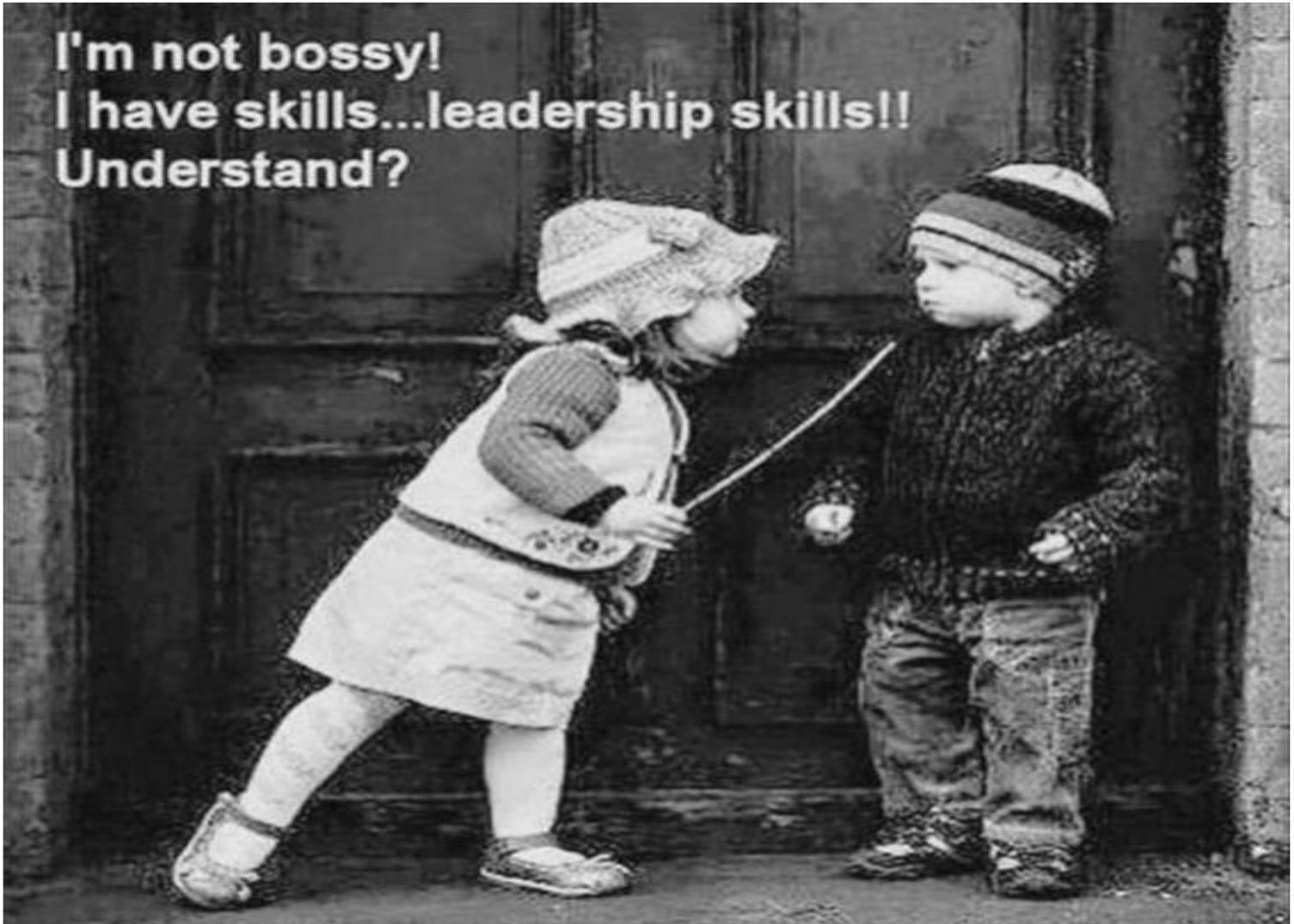


# Leadership Communication / COMM 330

## Spring 2018

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**Office Hours:** Monday 7:30 – 9:10  
Wednesday 7:30 – 9:10  
Friday 7:30 – 9:10



### **Introduction:**

Studies show a direct correlation between communication and leadership. Leadership Communication was designed to introduce you to professional communication, which cuts across all disciplines, and to help you become a better leader by developing your own communication abilities and by understanding the role of communication inside and outside an organization. The course will tell you how to communicate effectively with various audiences. You will have the opportunity to develop your written, oral, interpersonal and computer mediated skills while developing an understanding of leadership communication in different contexts.

### **Text:**

Leadership: A Communication Perspective 6<sup>th</sup> edition, Michael Z. Hackman and Craig E. Johnson

**Course Objectives:**

1. Analyze audiences and develop and format messages specific to them
2. Communicate appropriately with diverse audiences
3. Plan and deliver impromptu and prepared individual presentations confidently
4. Recognize and exemplify communication ethics
5. Work constructively in teams and evaluate peers effectively
6. Project a positive ethos and display emotional intelligence and interpersonal skills

**Social Media and Your Professor:**

I will not add you to my Facebook or Instagram account.  
My twitter is public.

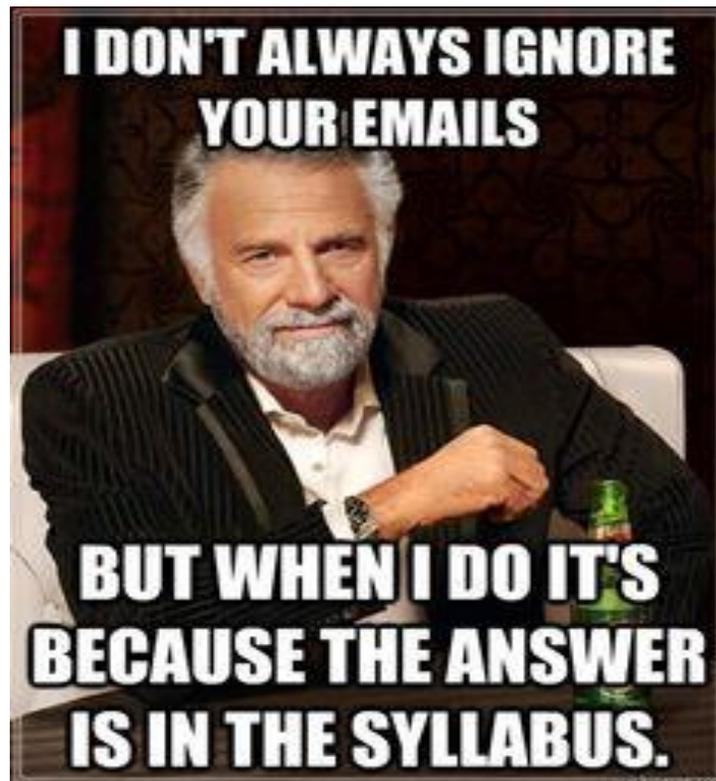
**Cell Phones and Laptops:**

Cell phones should NOT be used in class without permission from me. Period. Using your cell phone in class will result in losing your attendance credit for that day, a warning may or may not be given.

Students using a laptop MUST sit in the front row, center of the class. I reserve the right to not allow you to use your laptop if I feel you are working on other assignments in class, distracted or are distracting others.

**Email and Your Professor:**

I only respond to emails sent to [Charlotte.Elder@wku.edu](mailto:Charlotte.Elder@wku.edu). Emails should be professional. I will attempt to reply to your email within 48 hours of receipt of the email but I reserve the right to ignore emails that are not professional, that are redundant, that ask me if you 'missed anything important in class', or ask me to 'fill you in on what you missed during an absence'.



## Assignments and Schedule

### **Myers Briggs:**

Complete the Myers Briggs assessment and write a 2 page summary of your personal Myers Briggs Personality type including: strengths, weakness, potential careers and any additional insight you discovered about yourself. You MAY use academic information found on other web sites to help you complete this assignment.

### **Emotional Equivalence:**

Complete the EQ Quiz and email me your individual results. Rubric will be provided by the instructor.

### **Comparative Analysis:**

Analyze two contemporary leaders in the same field that approach communication in different ways. The analysis should be between 800 – 1,000 words and be supported with citations from class readings and additional, out of class research. If the leaders you choose are not public figures for whom a body or work is generally available on line you must provide the instructor with samples of their communication style. You may select someone generally recognized as a leader in business, religion, politics, not for profit, celebrity or a historical figure. Examine verbal and nonverbal communication, along with the historical context within which the event occurred.

### **Podcast Critique:**

Critique a podcast that is at least 8 minutes in length. Be sure to consider voice tone, inflection and historical context in your evaluation. Include a link to the podcast in your submission. Examine whether you believe the speaker was more or less effective in a podcast than in person.

### **'Me' Paper:**

The 'Me' papers will reflect on all the activities, learning opportunities, journals and lectures throughout the semester. Rubric will be provided by instructor.

### **Recorded Story:**

Students will record a personal story and submit it to the instructor via email, Youtube, etc. Stories should be personal and no less than 3 minutes.

### **Journal Entries:**

Students will submit a minimum of 10 journal entries responding to a prompt provided by the instructor. All journal entries should be typed, double spaced, 12 point font and be no less than 300 words. Responses should be directly related to the prompt but are otherwise 'open' to the student. (In other words, much like a personal journal, COMM 330 journal entries an opportunity for students to express their opinions and thoughts.)

Credit will be assessed as follows:

- 1) Journal turned in (paper form – not electronically) when due
- 2) Student responds to the prompt
- 3) Student gives his or her best effort

### **Linked In:**

Student should create a professional Linked In account. Rubric will be provided.

### **Impromptu Speeches:**

Students will draw two speech topics and use 5 minutes and 2 notecards to prepare an impromptu speech. Presentations should be no less than 2 minutes and no longer than 3 minutes. This presentation is designed to give students an opportunity to 'think on their feet' and practice giving an impromptu speech. The instructor and classmates will provide feedback.

### **Personal Philosophy of Leadership:**

Your instructor will lead you through the development of your own philosophy of leadership. This is a multistep process, a rubric will be provided.

### **Self Assessment:**

Students will complete a self assessment at the completion of the course, assessing their communication and leadership qualities.

### **Group Meetings:**

Each student will be assigned a group and will work together with their group to complete various activities throughout the semester. Groups will grade their fellow group members against a rubric that will be provided.

### **Quizlettes:**

Students will complete 10 short quizlettes worth 10 points each. Quizlettes will be announced unless lack of class participation warrants 'pop quizzes'.

### **Leadership Communication Folder:**

All **notes**, activities, assignments, journals, etc should be maintained in a folder that will be turned in for 15 points credit at the end of the semester.

### **Attendance:**

0 Absences = 30 pts.

1 Absence = 28 pts.

2 Absences = 25 pts.

3 Absences = 15 pts

4 Absences = 0 pts.

5 Absences = Failed from course

Excused absences: This type of excuse ***must be in writing*** and from a qualified person (doctor, advisor, college official). Please note: A telephone call does *not* constitute an excused absence. If a student is not participating in class, i.e. they are sleeping or working on other course work, they are not 'present' and will be counted absent.

If you miss an assignment and have an excused absence, we will attempt to make up the work. If time does not permit makeup assignments, you will be given a grade X for this missed assignment.

If you miss an assignment and do not have an excused absence, you will automatically be given a grade of *F* for that assignment. However, if I feel the missed assignment should be made up, you must be prepared at every subsequent class meeting to present the assignment whenever time permits.

### **Tardy Policy:**

Promptness is appreciated. Two tardies count as one absence. *If you enter class after roll has been taken, you are tardy.* If you are tardy and I am speaking, come in. If a student is up front speaking or presenting, wait until the student is finished before you enter. If you are tardy, please report to the instructor at the close of class period, otherwise the record will show you as absent.

### **Title IX:**

WKU is committed to fostering a safe, productive learning environment. Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and support applied against other protected categories such as race, national origin, and religion.

If you have experienced any form of sexual misconduct (sexual assault, stalking, domestic or dating violence) we encourage you to report this to the University. Please understand WKU is legally obligated to respond to reports of sexual misconduct and cannot guarantee the confidentiality of a report, unless made to a confidential resource. You can speak confidentially with the **Counseling and Testing Center, 270-745-3159; Talley Family Clinic, 270-745-4204; and Hope Harbor, 270-782-5014. I am not a confidential resource. I must inform the university if you share with me an incident has occurred.** You have the right to maintain your privacy. **I will report only what you share with me to the Office of Student Conduct.** We report to make sure you have all the support and help you need, both on campus and in our community..

For more information about our policies and resources or about reporting options, please visit:

<https://www.wku.edu/eoo/documents/titleix/titleixmandatoryreportingguidelines.pdf> and

<https://www.wku.edu/eoo/documents/titleix/wkutitleixresources.pdf>; <https://www.wku.edu/studentconduct/>

## Grades

Assignment	Possible Points	Points Earned
Myers Briggs	20 points	
EQ	20 points	
Comparative Analysis	40 points	
Podcast Critique	30 points	
About Me Paper	50 points	
Recorded Story	10 points	
Journal Entries - 10 entries	10 points each	
Linked In Account	15 points	
Impromptu Speech #1	10 points	
Impromptu Speech #2	10 points	
Philosophy of Leadership	50 points	
Class Attendance	30 points	
Self Assessment	20 points	
Quizlettes – 10 quizzes	10 points each	
Leadership Communication Folder	15 points	
Group Meetings (5 Meetings)	10 points each	
Group Analysis	30 points	

