



WAYLAND BAPTIST UNIVERSITY
PLAINVIEW CAMPUS
SCHOOL OF FINE ARTS

Wayland Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

Course Title and Number: COMS 1303, Professional Communication

Term: Spring 2nd8WKS 2023 VC

Name of Instructor: Yahui Zhang, Ph.D.

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HAC 113 or appointment via Zoom

Class Meeting Time and Location:

Blackboard

Catalog Description: Survey of theories, skills, and practices needed for communicating effectively in professional and citizenship roles in organizational contexts. Emphasis on basic communication theories and skills needed for productive interpersonal relationships, effective participation in groups, teams, and committees, and for making and evaluating formal and informal presentations in professional and social contexts.

Prerequisites: None

Required Textbook and Resource Material:

Adler, R. B., & Elmhorst, J. M. (2023). *Communicating at work* (13th ed.). New York: McGraw-Hill.

This course participates in WBU's Automatic eBook program. A digital copy of your textbook is provided for in Blackboard, and the cost of your textbook is charged to your student account.

Optional Materials:

[Butler-Bowdon, T. \(2017\). 50 psychology classics](#)

[Butler-Bowdon, T. \(2017\). 50 success classics](#)

Course Outcome Competencies:

1. Synergize theories and principles of communication into the successful preparation and delivery of business and professional presentations.
2. Use effective interviewing skills and techniques.
3. Understand and practice good listening.
4. Analyze and apply group communication theories and skills.
5. Demonstrate application of conflict resolution strategies and theories.
6. Manifest understanding of and ability to apply persuasion theory and principles.
7. Recognize and apply effective verbal and nonverbal communication in a business and professional context.
8. Understand and apply ethical communication principles.
9. Use research based principles to cope with communication apprehension.
10. Use effective systematic problem solving skills and procedures.
11. Demonstrate well-designed and well-executed business writing.

Attendance Requirements:

- A. Students should make every effort to attend all class meetings. Any student who misses twenty-five (25%) or more of the regularly scheduled class meetings will receive a grade of F for that course.
- B. Work due when a student is scheduled to be absent for any reason should be turned-in before the class meets. ***LATE WORK WILL NOT BE ACCEPTED FOR PLANNED ABSENCES, INCLUDING UNIVERSITY SPONSORED EVENTS OR ACTIVITIES.*** If you are ill or have an unplanned absence, all work must be turned in BEFORE the next class meeting.

Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

Disability Statement: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3764. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria:

Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

1. **Quizzes and final exam** (80 points total): The exams will cover materials in lecture, class discussions, and the textbooks, as well as any other outside readings that may be assigned.

2. **Presentations** - (120 points total)

(Note: **Encyclopedias and dictionaries do not count as sources.**)

Speech 1 – Informative speech (40 points: 30 points for presentation and 10 for outline): Each student will deliver an informative speech of 4:30-5:30 minutes about a particular business topic. The purpose is to inform the audience and not persuade them. The presentation will consist of gathering at least **3 credible outside sources** for your presentation, such as journal articles or credible books to be cited during your presentation. Each student will turn in an **outline and a reference page** of sources in Blackboard. Points will be deducted for not abiding to the time limit.

Speech 2 – Persuasive speech (40 points: 30 points for presentation and 10 for outline): Each student will deliver a persuasive speech of 5:30-6:30 minutes about a particular business topic. The purpose is to persuade the audience to accept the speaker's ideas about a particular issue. It is imperative for the speaker to demonstrate why his or her side of an issue is superior to the opposing one. The presentation will consist of gathering at least **4 credible outside sources** for your presentation, such as journal articles or credible books to be cited during your presentation. Your presentation should expand beyond what is covered in class. Each student will turn in an **outline and a reference page of sources** in Blackboard. Points will be deducted for not abiding to the time limit.

Speech 3 – Group presentation (40 points: 30 points for presentation and 10 for outline): This presentation entails groups of 3-4 students working together. It can be informative or persuasive. Each group will choose a particular business/professional topic. Each member of the group will present one aspect of the project to the class in a 5-minute presentation. **Points will be deducted if it is not between 4:30-5:30 minutes long.** Hence, if you have 4 group members your group's speech length should be about 20 minutes. A minimum of **4 credible sources** such as books or journal articles is required. The key is to **synthesize** the materials together as a group presentation. Each student will receive a grade based upon their individual presentation. Each student will turn in an **outline** with bibliography.

Note: Point deductions will be given to students who do not fully participate in their group discussion and preparation process. Hence, it is imperative for students to show up to group meetings.

Please get familiar with **VidGrid in Blackboard system or open an account on **YOUTUBE**. All speeches need to be videotaped and made accessible on the designated Discussion Forum.

FORMAT OF WRITTEN ASSIGNMENTS: All outlines must be typed and double-spaced unless otherwise noted. Outlines should follow APA style, have one-inch margins, and use a standard 12-point font (Times New Roman, Calibri, or Ariel). Please proofread your work carefully for spelling or grammatical errors. You will lose points for excessive grammatical or spelling errors. There will be links to weekly content folder to turn in your outline.

3. **Discussion Board assignments** (40 points): Besides the assignments and exams described above, there are 40 points reserved for discussion board participation.

In order to be successful in an online class, you are expected to be a fully engaged member of our learning community by participating in class discussions and activities. Each week there will be questions or activities for you to complete. All discussions and activities should be completed by 9:00 am **Central time the following Monday**. For each missed online discussion, 5 points will be deducted and you will also be counted as absent.

Weekly Discussion Forum will only be active and accessible for one week. Make sure you turn in your posts in a timely manner.

Your answer to each question should be at least 80-100 words long and in complete sentences following the convention of good writing (3 point); and demonstrate level-two or level-three thinking (2) – you have to show your competency in applying, analyzing, synthesizing, and evaluating. *[To post on Discussion Board, follow these steps: <https://wbu.blackboard.com/>, username and password, log in, My Courses, Speech Communication, Discussion Board, Forum (Week 1, 2, 3 etc.), Create Thread, Submit].* You will earn 2.5 (acceptable), 3.5 (proficient), 4 (advanced), or 5 (superior) depending on the quality of your writing and thinking.

4. **Resume & cover letter** (20 points total): For this assignment, please create a cover letter and a resume for a potential employment posting.
5. **Participation in Groups** (40 points): Throughout the semester, you are randomly assigned to 4 groups (participation in each group assignment is worth 10 points). Small

groups make it possible to get to know your classmates on a personal level. For **Week 1, Self-Intro Video Small Group**, your job is to post your self-intro video on Discussion Board (DB) of your group and comment on at least 2 of your fellow group members' videos to get to know them. For **Week 4, Informative Speech Small Group**, you will post your informative speech video on DB of your group and you are also required to comment on two group members' videos to help one another to become better public speakers. Likewise, for **Week 5, Persuasive Speech Small Group**, you will post your persuasive speech video and comment on two your fellow group members' videos. For **Week 6&7, Critique and Brainstorm Small Group**, your group will critique the first round of a debate from <https://www.intelligencesquaredus.org/> to get ready for the final exam and brainstorm for a topic for speech 3.

6. **Missed assignments and late work**

Makeup opportunities for assignments/speeches are only offered in the case of ***excused absences with legitimate extenuating circumstances***. Makeup assignments must take place or be handled within **1 week** of the original presentation date or due date, or you will receive **0 points** for that assignment. ***When you miss class for an unexcused absence, no makeups are offered.***

Grading Scale:

300-270 = A 269-240 = B 239-210 = C 209-180 = D 179-Below = F

Tentative Schedule:

Please note that this is a tentative schedule for topics that will be explored this semester. Slight changes may be made as the semester progresses. Always bring your syllabus with you to class to record any changes.

Weeks	Topics	Assignments
1	Ch. 1 & 3	Weekly Discussion Self-intro Speech
2	Ch. 4	Weekly Discussion
3	Ch. 9 & 10 & theories	Weekly Discussion
4	Ch. 11 & 12 & theories	Weekly Discussion Speech 1
5	Ch. 2 & 5	Weekly Discussion Speech 2
6	Ch. 6	Weekly Discussion & Group work
7	Ch. 7 & 8	Weekly Discussion & Group work Cover Letter & Resume
8	Appendix II	Weekly Discussion Speech 3 and Final

Thanksgiving Holidays are from Nov. 22 to Nov. 28.

Additional Information:

Email: Your Wayland email address is the official line of communication between you and the university. You must make sure your email address is established, functioning and is also **monitored at least once a day** as you will receive important information about your classes, financial aid, billing, emergency situations, etc. through this email.

Blackboard: Please check your grades regularly on the Blackboard throughout the semester and report any discrepancy you find promptly to ensure accuracy of the grade book.