

# Course Outline for CMST 280: Biz/Pro Communication

## Fall 2020

### Instructor Contact Information

See *Course Overview* in *D2L* for instructor *office hours* and *contact info*. See page two for assignment information and notes about emails and file submission formatting.

### Class Meeting Information

Class Meeting	Meeting Day: Time	Location	Instructor
Online (all students)	Complete online material by Wednesday	D2L	Dr. Craig Engstrom
Sect 950 (Distance Ed)	Complete additional work by Sundays	D2L	Dr. Craig Engstrom
Sect 982	Face-to-Face, Thursdays: 2–3:15 p.m.	Lawson 121	Dr. Craig Engstrom

### Course Schedule

**Important:** The following schedule highlights major assignments. Weekly quizzes, online/lab engagement, pre-lab preparation, and so on, are not listed. Follow the module instructions in D2L to complete all course tasks. Note: engagement with videos/textbook is tracked. Failure to complete ALL activities will result in a lower online participation grade.

Wk	Unit	Calendar	Topic	Reading	Assignment
1	1.1	Aug. 17–23	What is Business and Professional Communication?	Chapter 1	Pre-Course Assessment
2	1.2	Aug. 24–30	Interpersonal Competence 1	Chapter 2	
3	1.3	Aug.31– Sept. 6	Interpersonal Competence 2	Chapter 3	What Makes You Unique?
4	1.1	Sept. 7–13	Interpersonal Competence 3	Chapter 4*	Exam 1; HBR Case
5	2.1	Sept. 14–20	Biz Writing: Process & Organization	Chapter 5	
6	2.2	Sept. 21–27	Biz Writing: Structure & Style	Chapter 6	Profile Summary
7	2.3	Sept. 28–Oct. 4	Biz Writing: Mechanics, Punctuation, and Editing	Chapter 7	
8	2.4	Oct. 5–11	Biz Writing: Doc Types and Formatting	Chapter 8*	Exam 2; Tips Podcast Script
9	3.1	Oct. 12–18	Public Speaking: Developing Business Presentations	Chapter 9	
10	3.2	Oct. 19–25	Public Speaking: Delivering Business Presentations	Chapter 10	Tips Podcast
11	3.3	Oct. 26–Nov. 1	Public Speaking: Presentation Aids	Chapter 11	
12	3.4	Nov. 2–8	Public Speaking: Workshop Week	---	Pitch Presentation
13	4.1	Nov. 9–15	Employment Search Process - Part I	Chapter 12	
14	4.2	Nov. 16–22	Employment Search Process - Part II	Chap. 13*	Résumé – v1
15	--	Nov. 23–29	Thanksgiving Break		
16	4.3	Nov. 30– Dec. 6	Networking & Interviewing	Chapter 14	Résumé Feedback; Practice Interviews
17	--	Finals	Final Exam Week: Top 5 Ignite Talks and Evals	---	Exam 3; Résumé – v2; Post-course Assessment

\*No quiz

## Assignments

Assignment	Category Weights
Participation, including online and lab activities	22%
Quizzes and exams	15%
Written Assignments: Case Study Response, What Makes You Unique?, Profile Summary, Tips Podcast Script, Résumé Assignment	40%
Presentations: Tips Podcast, Pitch Prez, Practice Interviews	20%
Pre/Post Course Assessments	3%

### Participation, including online and lab activities

You're expected to read and complete the online components of the class. Be aware that all engagement (or lack of engagement) in D2L is logged. **YOUR READING ENGAGEMENT WITH THE TEXTBOOK & VIDEOS IS BEING LOGGED AND COUNTS TOWARD ONLINE PARTICIPATION.** *Why? Because you are only attending a live class or doing additional work online for approximately 1.15 hours, but we are required to deliver 2.3 hours of content/contact hours each week for accreditation purposes. If you are not completing the online work, you are not completing the course satisfactorily.* You will receive a participation score based on the quantifiable data of your completion of materials and progress in D2L, PlayPosit, and OneNote (the textbook). Your online score will be updated regularly but, at a minimum, at the end of each unit. This score may go up and down based on your progress and work. You will receive an in-class/online+ participation score from your section instructor based on attendance, preparation (completed pre-meeting activities), and in-class engagement and participation. **Pay attention to the due dates and instructions as there may be activities that need to be completed in preparation of lab meetings. These are identified in D2L.**

### Quizzes and Exams

To receive credit for quizzes, you need to complete the D2L exams. There are three exams in this course; all of them need to be completed online and by the due date. While exams are comprehensive, approximately two-thirds of questions will come from the most recently completed unit's material. Exams account for 75% of the category weight. You can search the textbook for quiz and exam answers. The logic of the exam design is to reinforce concepts rather than memorization of them.

### Written Assignments

There are a variety of writing activities, most of them short. Refer to the specific prompt for rubrics and evaluation details. Evaluation focuses on writing quality, research, organization, elements of style, grammar, punctuation, and design. As per the syllabus: If you are not writing up to the standard of the course, you may be required to get help from a tutor or SIUC Writing Center before assignments will be evaluated.

### Presentations: Tips Podcast, Pitch Presentation, Practice Interview

There are two presentations in this course, one podcast (focused on vocalized delivery) and the second, an Ignite Talk, focused on delivery. The prompts will explain how these will be evaluated and the methods of submission. Note that part of several assignment grades is *evaluation* of others' submissions.

### IMPORTANT INFORMATION

When contacting instructors, please use the following subject line in the email:

#### CMST 280: [Topic of email]

When submitting assignments, you must use following file name format and submit in the file format indicated on the prompt, or you will receive a **15% deduction in your assignment grade.** *Assignment submission requirements and assignment naming conventions will be provided in prompts as a reminder to use this format:*

**LastnameFirst-Assignment-name.docx**

For example, Jane Doe would submit the *résumé assignment* with the following file name:

**DoeJane-Resume.docx**