

# Course Outline for COM 319: Business and Professional Communication

Fall 2014 | CH 013: T/R, 4.10–5.40 p.m.

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Office Hours: Tues./Thurs. 9.30–11 a.m.; Weds.  
4.30–6 p.m.; or by appointment.

**A. Course Policies and Details:** [bit.ly/ce-policy](http://bit.ly/ce-policy) & [my.elmhurst.edu](http://my.elmhurst.edu)

**B. Social:** @prorhetoric – #ecom319 | [craigengstrom.info](http://craigengstrom.info) – #business communication

**C. Course Schedule (Tentative)**

8.26   28:	Introductions / Preparation Reading: See BB—Jimenez, M. (2012, July 3). A Gen-Xer's Rant <i>BCPC</i> , Intro from ed. 2; pp. 358–359
9.2   4:	Facilitating Safe/Collaborative Work Environments <i>BCPC</i> , Chapter 7 from ed. 2
9.9   11:	On Rhetoric Reading: <i>BCPC</i> , pp. 21–44
9.16   18:	Planning and Crafting Prof. Communications Reading: <i>BCPC</i> , pp. 47–89
9.23   25:	Designing, Distributing, and Evaluating Prof. Comm. Reading: <i>BCPC</i> , pp. 93–123
9.30   10.2:	Crafting E-Communications & Presentation Aids Reading: <i>BCPC</i> , pp. TBD
10.7   9:	Tips Presentations – Informative Speech
10.14   16:	Tips Presentations – Informative Speech; Exam I
10.21   23:	Crafting and Sharing a Résumé Reading: <i>BCPC</i> , pp. 127–156
10.28   30:	Crafting and Sharing a Résumé Reading: <i>BCPC</i> , pp. 156–170
11.4   6:	Crafting Concise & Extensive Communications Reading: <i>BCPC</i> , pp. TBD
11.11   13:	Crafting Concise & Extensive Communications Reading: <i>BCPC</i> , pp. TBD
11.18   20:	Gathering, Sharing, and Protecting Internal/External Comm. Reading: <i>BCPC</i> , pp. TBD
11.25   27:	TBD; [No class 11.27]
12.2   4:	Ignite Presentations
12.9	Exam 2 (Final = 4:00 p.m. to 6:00 p.m.)

## Due

- Assess. (8.28)
- Response to Jimenez (9.2)
- Email w/ attachment: Industry analysis (9.20)
- Tips pres. outline. / HO draft (10.7)
- Email w/ attachment: Personal statement (10.15)
- Résumé, v1 (10.23)
- Tips Presentation HO (10.30)
- Résumé, v2 / CL (10.30)
- Résumé, v3 & CL (11.12)
- Memo: Ignite talk info memo (11.24)
- Ignite prez (date assigned)
- Assess. (12.11)

## Optional

- LinkedIn
- #InternPro chats

## D. Activities and Assignments

Activities / Assignments	% of Final Grade
Assessments	5%
Vocabulary	15%
Exams	25%
Workbook exercises	15%
Written Assignments	40%
Tumblr/Twitter	(up to +8%)
	<b>100%</b>

**Assessments.** You're required to complete a pre-assessment and a post-assessment. This is an all-or-nothing assignment. If you complete both assessments with obvious effort, you'll receive full credit. If you don't complete both assessments or you fail to demonstrate an honest effort, you'll receive no credit.

**Vocabulary.** You'll receive a list of GRE vocabulary words. You'll need to learn these words during the semester. There are two vocabulary quizzes that will coincide with the examinations. These quizzes will test your knowledge and application of the vocabulary words. Expect multiple choice, matching, fill-in-the blank, and construct-your-own-sentences type questions.

**Exams.** There will be two exams this semester. Exams cover material in the textbook. Exams will include multiple choice, matching, fill-in-the blank, and short answer questions.

**Workbook Exercises.** You'll complete a variety of workbook exercises throughout the semester. I may also assign additional exercises that are not in the workbook. You'll complete some exercises in class (sometimes on your own, sometimes within a group) and some exercises outside of class. I will assign exercises at the appropriate time. If you miss class, please ask an "accountabilibuddy" for the information or contact me via email (note that your email will be subject to grading). Not all exercises are graded. I reserve the right to reduce scores for makeup work due to unexcused absences.

*Please bring your books and workbooks to every class meeting.*

**Written assignments.** During the semester, you'll need to complete a variety of activities and assignments. The following is a list of activities you must complete. More details will be provided well in advance of the assignment due dates.

- Response to Jimenez (persuasive argument)
- Emails and attachments (industry analysis; personal statement)
- Tips presentation outline and handout
- Résumé and cover letter
- Informative memo
- Ignite-style presentation

**Tumblr/Twitter (extra effort).** You can earn extra percentage points toward your final grade by submitting relevant articles, posts, links, and so forth via Tumblr (<http://craigengstrom.info/submit>; #ECCOM319) or tweeting with me (#ECCOM319) or #InternPro.

If you need to contact me via email, please write the following in the subject line:  
**COM 319: Something specific and informative**

Attachments submitted via email or BB should be labeled as follows:  
**EngstromC-Assignmentdetails.docx** (or .rtf). (Replace my name with yours and assignment details with appropriate information.)