MCOM 380: Advanced Professional Communication  
Fall 2012  
Mondays and Wednesdays, 2:30-3:45 p.m., UC231.  
Professor Drew Morton  
E-mail: DMorton@tamut.edu  
Office Hours: Tuesdays and Thursdays (2:30-5 p.m.) and Wednesday (9:15 a.m.-2:15 p.m.).

COURSE DESCRIPTION AND OBJECTIVES:  
As students progress in their professional careers, advanced public speaking and presentation skills will be essential to success. This advanced communications course will help students prepare and give several presentations of different types typical of governmental, business, educational, and civic settings and situations.

Students will learn to improve verbal and non-verbal public communication skills; manage presentation anxiety; develop critical and analytical skills as applied to public presentation; comprehend and apply advanced rhetorical and communication theory to oral presentations; adapt presentations to specific audiences, occasions and logistics; participate effectively in a program of collaborative learning in achieving goals of the course.

REQUIRED TEXT:  

Other required readings will be distributed in PDF format (via electronic distribution) or in photocopy form.

SCHEDULE:  

WEEK ONE  
08.27.12: Introduction  
08.29.12: Chapter 1 (Introducing Business and Professional Communication)

WEEK TWO  
09.03.12: Chapter 2 (Managing Leadership Communication in Organizational Cultures) and “The Declaration of Independence” (Handout or PDF). Discussion and workshop on office memos.

09.05.12: Chapter 3 (Managing Interpersonal Communication in the Workplace)

WEEK THREE  
09.10.12: Chapter 4 (Managing Listening Communication in the Workplace) and “Me Talk
Pretty One Day” (Handout or PDF).
Example memos due.

09.12.12:  Test #1 (Chapters 1-4)

WEEK FOUR

09.17.12:  Chapter 5 (Managing Nonverbal Communication in the Workplace)

09.19.12:  Discussion/Workshop: Writing Resumes and Cover Letters

WEEK FIVE

09.24.12:  Chapter 6 (Managing Communication Conflict in the Workplace) and The Office.
Resume and cover letter due.

09.26.12:  Chapter 7 (Managing Intercultural Communication in the Workplace) and King of the Hill.

WEEK SIX

10.01.12:  Chapter 8 (Managing Group Communication and Workplace Teams) and “How It Feels to Be Colored Me” (Handout or PDF).

10.03.12:  Chapter 9 (Managing Interviews in the Workplace)

WEEK SEVEN

10.08.12:  Test #2 (Chapters 5-9)

10.10.12:  Prepping for the Job Interview and Q&A

WEEK EIGHT

10.15.12:  The Job Interview

10.17.12:  The Job Interview

WEEK NINE

10.22.12:  The Job Interview
10.24.12: Discussion/Workshop: Letter of Reference

**WEEK TEN**

10.29.12: How to Do Research and *Enron: The Smartest Guys in the Room*
Letter of reference due.

10.31.12: *Enron: The Smartest Guys in the Room*

**WEEK ELEVEN**

11.05.12: Chapter 10 (Managing Public Presentations in the Workplace)
Group #1 Presentation on Chapter 10

11.07.12: Chapter 11 (Managing Presentational Skills in the Workplace)
Group #2 Presentation on Chapter 11

**WEEK TWELVE**

11.12.12: Public Presentations

11.14.12: Public Presentations

**WEEK THIRTEEN**

11.19.12: Chapter 12 (Managing Informative Presentations in the Workplace)

11.21.12: Chapter 14 (Managing Customers and Client Communications and Sales)

**WEEK FORTEEN**

11.26.12: Informative Presentations

11.28.12: Informative Presentations

**WEEK FIFTEEN**

12.03.12: Chapter 13 (Managing Persuasive Presentations in the Workplace)

12.05.12: Persuasive Presentations

**WEEK SIXTEEN**
12.10.12: Persuasive Presentations

12.12.12: Test #3 (Chapters 10-14)

GRADE BREAKDOWN:
Attendance/Participation/Quizzes: 10%
Exams (3): 30%
Professional Portfolio (Resume, Cover Letter, Letter of Reference, Memos): 15%
Group Presentation: 5%
Mock Job Interview: 10%
Presentation #1 (Public): 10%
Presentation #2 (Informative): 10%
Presentation #3 (Persuasive): 10%

Students will take three objective exams, each worth 10% of the student’s final grade (total of 30%).

Students will submit a written resume, cover letter, letter of reference, and office memos. These documents will account for 15 percent of the student's grade. All assignments must be typed.

Students will give three, 5-7 minute presentations during the semester—Public (government/business), Informative (educational) and Persuasive (civic setting). These presentations will account for 30 percent of the student's grade. Presentations must include handouts. The Public presentation must include PowerPoint. PowerPoint is optional for the other two presentations, but some type of visual aid is required. Assessment of presentations will include a rubric. Class members will assess other students' presentations as well. (Each presentation is worth 10%).

Students will be asked to take part in a fifteen minute mock job interview utilizing the skills outlined in the course texts and lesson plans (10%).

Finally, the classroom will be separated into two groups which will be tasked with outlining and running one 45 minute class section (5%).

The final 10% of the student’s grade will be determined via quizzes and in class participation.

COURSE POLICIES:
Be sure to complete your reading and assignments on the date they are scheduled on the syllabus.

Late assignments are docked 1/3rd of a letter grade each day they are late.

Excessive absences will affect your final grade in the course (see the grade breakdown above). If you miss more than eight meetings, you will be terminated from the course.
Cell phones are to be set on vibrate and not to be used during class.

Be sure to bring all your course materials to class each day we meet (this includes the textbook, etc.).

This is a workshop-intensive course. That means that attendance and participation are especially important. You will be asked to share and critique one another’s work (constructively and kindly!). Please see me if you have any reservations about this.

Finally, please allow a 24-48 hour turn-around time for any e-mails. Due to this policy, be sure not to leave any major concerns/questions about assignments for the last minute!

I reserve the right to alter this syllabus.

**TAMUT POLICIES:**

**Disability Accommodations:** Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062.

**Academic Integrity:** Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of ‘F’ in the course and/or disciplinary actions. For additional information, see the university catalog.

**A&M-Texarkana Email Address:** Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework.

**Drop Policy:** To drop this course after the census date (see semester calendar), a student must complete the Drop/Withdrawal Request Form, located on the University website [http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html](http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html) or obtained in the Registrar’s Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an “approval” to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar’s office for processing in person, email Registrar@tamut.edu, mail (7101 University Ave., Texarkana, TX 75503) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar’s Office for processing. It is the student’s responsibility to ensure that the form is completed properly.
before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.