14 Week Schedule – Introduction to Communication

Week 1

Module 1: Foundations of Communication
- Lesson 1: Defining Communication
  - Check Your Knowledge
- Lesson 2: Verbal Communication
  - Check Your Knowledge
- Lesson 3: Nonverbal Communication
  - Check Your Knowledge
- Lesson 4: Spoken versus Written Communication
  - Check Your Knowledge

Graded Assignments
- Check Your Knowledge Quizzes
- Module 1 Quiz
- Module 1 Evidence

Week 2

Module 2: The Evolution and Impact of Mass Communication
- Lesson 1: What is Mass Communication?
  - Check Your Knowledge
- Lesson 2: Traditional Media
  - Check Your Knowledge
- Lesson 3: Public Relations
  - Check Your Knowledge
- Lesson 4: Marketing and Advertising
  - Check Your Knowledge
- Lesson 5: Ethics and Mass Communication
  - Check Your Knowledge

Graded Assignments
- Check Your Knowledge Quizzes
- Module 2 Quiz
- Module 2 Evidence
Week 3

Module 3: International and Intercultural Communication

- Lesson 1: What is Intercultural Communication?
  - Check Your Knowledge
- Lesson 2: International Communication and The Global Marketplace
  - Check Your Knowledge
- Lesson 3: The Impact of International Organizational Styles
  - Check Your Knowledge

Graded Assignments

Check Your Knowledge Quizzes
Module 3 Quiz
Module 3 Evidence

Week 4

Module 4: Intrapersonal and Interpersonal Communication

- Lesson 1: Self-Reflection and Self-Disclosure
  - Check Your Knowledge
- Lesson 2: Developing Personal Relationships and Conflict Management
  - Check Your Knowledge
- Lesson 3: Building Work Communities and Professional Networks
  - Check Your Knowledge

Graded Assignments

Check Your Knowledge Quizzes
Module 4 Quiz
Module 4 Evidence

Week 5

Module 5: Organizational Communication

- Lesson 1: What is Organizational Communication?
  - Check Your Knowledge
- Lesson 2: Giving Directions
  - Check Your Knowledge
- Lesson 3: Equal Contribution and Timelines
  - Check Your Knowledge
Lesson 4: Asking Questions and Giving Feedback
  - Check Your Knowledge

Graded Assignments
  - Check Your Knowledge Quizzes
  - Module 5 Quiz
  - Module 5 Evidence

Week 6

Module 6: Working in a Small Group
  - Lesson 1: Groups: Roles, Organization, and Leadership
    - Check Your Knowledge
  - Lesson 2: Groups: Teamwork and Projects
    - Check Your Knowledge
  - Lesson 3: Groups: Problem-Solving and Decision-Making
    - Check Your Knowledge
  - Lesson 4: Trends and Technology for Group Communication
    - Check Your Knowledge

Graded Assignments
  - Check Your Knowledge Quizzes
  - Module 6 Quiz
  - Module 6 Evidence

Week 7

Module 7: Professional Writing
  - Lesson 1: Organizing and Brainstorming
    - Check Your Knowledge
  - Lesson 2: Business Writing in Action: Text, Emails, and Netiquette
    - Check Your Knowledge
  - Lesson 3: Business Writing in Action: Business Proposals and Reports
    - Check Your Knowledge
  - Lesson 4: Practice Business Writing
    - Check Your Knowledge

Graded Assignments
  - Check Your Knowledge Quizzes
  - Module 7 Quiz
  - Module 7 Evidence
Week 8

Mid-Term

Week 9

Module 8: Preparing a Public Speech

- Lesson 1: Ethics in Written and Spoken Communication
  - Check Your Knowledge
- Lesson 2: Developing and Preparing Your Speech
  - Check Your Knowledge
- Lesson 3: Speech Anxiety
  - Check Your Knowledge
- Lesson 4: Using Psychology for Recall and Understanding
  - Check Your Knowledge
- Lesson 5: A Guide to Preparing a Speech
  - Check Your Knowledge

Graded Assignments

Check Your Knowledge Quizzes
Module 8 Quiz
Module 8 Evidence

Week 10

Module 9: Delivering a Public Speech

- Lesson 1: Grabbing Attention
  - Check Your Knowledge
- Lesson 2: Delivering Your Speech
  - Check Your Knowledge
- Lesson 3: Asking and Answering Questions
  - Check Your Knowledge
- Lesson 4: Effective Critical Listening and Providing Feedback
  - Check Your Knowledge
- Lesson 5: A Guide to Delivering Your First Speech
  - Check Your Knowledge

Graded Assignments

Check Your Knowledge Quizzes
Module 9 Quiz
Module 9 Evidence

Week 11

Module 10: Adapting to Your Audience

- Lesson 1: Adapting Before the Speech
  - Check Your Knowledge
- Lesson 2: Adapting During the Speech
  - Check Your Knowledge
- Lesson 3: Adapting After the Speech
  - Check Your Knowledge

Graded Assignments

- Check Your Knowledge Quiz
- Module 10 Quiz
- Module 10 Evidence

Week 12

Module 11: Speaking with Purpose: Information or Persuasion

- Lesson 1: Introduction to Argumentation
  - Check Your Knowledge
- Lesson 2: Persuasive Speaking
  - Check Your Knowledge
- Lesson 3: Informative Speaking
  - Check Your Knowledge
- Lesson 4: Professional Speaking in Daily Life
  - Check Your Knowledge
- Lesson 5: Interviews, Reviews, and Other Business Conversations
  - Check Your Knowledge
- Lesson 6: Speaking with Purpose: Practice
  - Check Your Knowledge

Graded Assignments

- Check Your Knowledge Quiz
- Module 11 Quiz
- Module 11 Evidence
Week 13

Module 12: Media Literacy, Technology, and Issues in Communication

- Lesson 1: What is Media Literacy?
  - Check Your Knowledge
- Lesson 2: Internet, Social Media, and Technology
  - Check Your Knowledge
- Lesson 3: Gender, Racial, and Cultural Sensitivity in Communication
  - Check Your Knowledge
- Lesson 4: Democratization of Communication
  - Check Your Knowledge
- Lesson 5: Comparative Advantage Speaking
  - Check Your Knowledge

Graded Assignments

- Check Your Knowledge Quiz
- Module 12 Quiz
- Module 12 Evidence

Week 14

Final Exam