Introduction to Communication Syllabus

COM 1103

Course Information

Course Description

This course is a study of basic communication theory and history. It focuses specifically on the relevance and application of appropriate communication techniques. Students in the course will apply communication studies to developing applications of communication including business presentations, public speaking, organizational, and small group communication. In this course, students will be writing and recording three speeches.

Course Outcomes

- Define, identify, and analyze the essential focus of communication study and theory; including the communication cycle, verbal and nonverbal communication, and the differences in spoken versus written communication.
- Define, identify, and analyze the different disciplines within mass communication studies and the personal and global impacts and obligations when considering these disciplines.
- Define, identify, and analyze the integral aspects of international and intercultural communication as they apply to global and local organizations and individuals working within these organizations.
- Define, identify, and analyze the tenets of intrapersonal and interpersonal communication as they apply to working relationships in organizations as well as other aspects of daily life.
- Demonstrate and apply the essential aspects of organizational and small group communication as they apply to work relationships, leadership, project management, team motivation, and online collaboration.
- Evaluate and apply the fundamentals of professional writing and public speaking to create a business proposal and presentation.
- Identify and apply communication theory to adapting to your audience.
- Create an informative and a persuasive speech.
- Analyze the trends and issues in modern society that impact how you communicate and how communication influences you.
Course Materials

All required reading and other materials necessary to complete required exercises are provided within
the course platform. Links to additional, optional resources on external websites are also provided for
each lesson in a Lesson Toolbox.

Course Length

This is a self-paced course allowing students to learn according to their personal schedules. Overall, it
is estimated that this course will take approximately 140 hours to complete.

We recommend that you work through the course at a comfortable pace that allows you to make
regular, incremental (daily and/or weekly) progress. If neither of the schedules above work for you,
please feel free to create your own.

On average, we estimate 45 minutes to read and watch all content in each lesson, and to complete
the Check Your Knowledge quiz. In addition, we estimate an additional 75 minutes of study time per
lesson to prepare for Module Quizzes and to complete the Evidence activity for each module.

The table below provides the estimated study time required to complete a typical module in this
course.

<table>
<thead>
<tr>
<th>Sample Module</th>
<th>Estimated Online Study Time</th>
<th>Estimated Offline Study Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lesson 1</td>
<td>45 minutes</td>
<td>75 minutes</td>
</tr>
<tr>
<td>Lesson 2</td>
<td>45 minutes</td>
<td>75 minutes</td>
</tr>
<tr>
<td>Lesson 3</td>
<td>45 minutes</td>
<td>75 minutes</td>
</tr>
<tr>
<td>Lesson 4</td>
<td>45 minutes</td>
<td>75 minutes</td>
</tr>
<tr>
<td>Estimated Total Study Time</td>
<td>8 hours</td>
<td></td>
</tr>
</tbody>
</table>

Prerequisite(s)

None
Earning Credit

Minimum Passing Grade

To earn credit for this course, students must earn a minimum average grade of 70% or higher. A complete list of requirements is provided in the Course Requirements document.

Grading Policies

Grade Weighting

<table>
<thead>
<tr>
<th>Assignment Category</th>
<th>Number</th>
<th>Grade Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check Your Knowledge Quizzes</td>
<td>51</td>
<td>5%</td>
</tr>
<tr>
<td>Speech and Writing Assignments</td>
<td>4</td>
<td>25%</td>
</tr>
<tr>
<td>Module Evidence with Peer and Self-Evaluation</td>
<td>8</td>
<td>10%</td>
</tr>
<tr>
<td>Module Quizzes</td>
<td>12</td>
<td>20%</td>
</tr>
<tr>
<td>Course Exam 1</td>
<td>1</td>
<td>20%</td>
</tr>
<tr>
<td>Course Exam 2</td>
<td>1</td>
<td>20%</td>
</tr>
</tbody>
</table>
Assignment Grading Descriptions

<table>
<thead>
<tr>
<th>Assignment Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check Your Knowledge (CYK) Quizzes</td>
<td>Multiple-choice quizzes that are autograded. Students may take these as many times as desired to practice for Module quizzes. Students receive full credit for attempting each CYK quiz but must complete it at least once to earn participation credit.</td>
</tr>
<tr>
<td>Module Evidence and Self or Peer Evaluation</td>
<td>Short essay activities that are either auto-graded or graded manually by an instructor with feedback provided according to an assignment rubric or peer/self-evaluated for students to learn evaluation and goal setting skills (participation points are awarded). Students receive full credit for completing each activity according to the assignment rubric.</td>
</tr>
<tr>
<td>Speech Outlines and Videos</td>
<td>Three speeches are assigned. All require submission of a full-sentence preparation outline and a video with a minimum of 7 audience members.</td>
</tr>
<tr>
<td>Module Quizzes</td>
<td>Multiple-choice quizzes that are auto-graded. Students may take only once.</td>
</tr>
<tr>
<td>Course Exam 1</td>
<td>Proctored, multiple-choice exam that is auto-graded. Students may take only once.</td>
</tr>
<tr>
<td>Course Exam 2</td>
<td>Proctored, multiple-choice exam that is auto-graded. Students may take only once.</td>
</tr>
</tbody>
</table>

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90.0 – 100.0%</td>
</tr>
<tr>
<td>B</td>
<td>80.0 – 89.9%</td>
</tr>
<tr>
<td>C</td>
<td>70.0 – 79.9%</td>
</tr>
<tr>
<td>D</td>
<td>60.0 – 69.9%</td>
</tr>
<tr>
<td>F</td>
<td>59.9% or below</td>
</tr>
</tbody>
</table>

*To earn credit for this course, students must earn a minimum average grade of 70% or higher.
Course Policies

Academic Integrity

Students assume the responsibility for maintaining honesty and integrity in all work submitted (for credit and not for credit) in the course. Academic dishonesty includes, but is not limited to:

- Cheating
- Fabrication
- Hacking
- Plagiarism
- Reusing or re-purposing your own work
- Unauthorized collaboration

Students engaging in academic dishonesty are subject to losing credit for a quiz or assignment or being denied credit for the course.

Exams

In this class, you will take your midterm and final examinations online and they will be proctored by a service called ProctorExam from MonitorEDU. This service uses a Chrome browser extension to record your computer webcam, speakers, and desktop during the exam. A Student Quick-Guide will be provided on how to use this service in the exam modules.

Technical Requirements:

- Desktop or portable computer, including Windows PC, Macintosh OS, or Chromebook (tablets, cell phones and iPads are not supported).
- Google Chrome Browser, with the ProctorExam Screen Sharing Chrome Browser Extension and pop-up blocker disabled
- A working built-in or external webcam, speakers, and microphone
- Internet speed must be at least 2 Mbps download and 2 Mbps upload. Hot spots are not recommended. Test internet speed at: http://www.speedtest.net

Disability Services Statement
TEL Library is committed to providing equitable student access to course content and materials by providing reasonable accommodations for all persons with disabilities. Any student seeking to request academic accommodations on the basis of a documented disability should contact the TEL Library support team at disabilityservices@tellibrary.org to coordinate reasonable accommodations.

Course and Technical Support

If you have a question about course requirements, a technical issue, or other issues while taking this course, please contact our support team at support@tellibrary.org. The TEL Library support team member will prioritize your request and respond accordingly.

Technical Requirements

This course is delivered 100% online and you will be required to have access to a computer, laptop, or web-capable mobile device — along with consistent access to the internet — to access course material and complete assignments.

To access course materials including lectures, quizzes, assignments, and exams, you will need to be logged into your TEL Library account and enrolled in the course. Although you can access some course material without being logged into your TEL Library account, you will need to be logged in to access the entire course and to complete graded assessments.

To access detailed information about the minimum hardware requirements for taking full advantage of TEL Library courses, please visit the course home page.
Course Schedule

General Due Dates:
All Module assignments are due Friday by 3:00 pm on the week assigned unless otherwise indicated. All Speech outlines and videos are due Friday by 3:00pm on the week assigned unless otherwise indicated.

Please note, some assignments require an instructor or peer review step before submission of the final version of your work. You will need to make sure you give yourself and your reviewer plenty of time.

Week 0 (January 7th - January 11th)

Module 0: Success in an Online College Course
Lesson 1: Introduction to TEL Library Courses
   o Check Your Knowledge
Lesson 2: Developing a College Mindset
   o Check Your Knowledge
Lesson 3: Becoming a Successful Online Learner
   o Check Your Knowledge
Lesson 4: Finding and Using Evidence Effectively
   o Check Your Knowledge

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

Week 1 (January 14th - January 17th)

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

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

Week 2 (January 22nd - January 25th)

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

Graded Assignments
   Check Your Knowledge Quizzes
   Module 2 Quiz
   Module 2 Evidence

Week 3 (January 28th - February 1st)

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

Graded Assignments
   Check Your Knowledge Quizzes
Module 3 Quiz
Module 3 Evidence

Module 4: Intrapersonal and Interpersonal Communication

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

Graded Assignments
Check Your Knowledge Quizzes
Module 4 Quiz
Module 4 Evidence

Week 4 (February 4th - February 8th)

Module 5: Organizational Communication

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

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

Week 5 (February 11th - February 14th)

Module 6: Working in a Small Group

● Lesson 1: Groups: Roles, Organization, and Leadership
  o Check Your Knowledge
● Lesson 2: Groups: Teamwork and Projects
Lesson 3: 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 6 (February 19th - February 22nd)

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 7 (February 25th - March 1st)

Mid-Term (The mid-term will test over Modules 1 - 7, make sure you schedule your proctored exam!)

Week 8 (March 4th - March 8th)

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 - Speech Outline Due March 8th by 3:00pm

Week 9 (March 11th - March 14th)

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 - Speech Video Due March 25th by 3:00pm

Week 10 - Spring Break (March 15th - 22nd)
Week 11 (March 25th - March 29th)

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

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

Graded Assignments

- Check Your Knowledge Quiz
- Start Writing Your Informative Speech

Week 12 (April 1st - April 5th)

Module 11: Speaking with Purpose: Information or Persuasion

- 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 - Speech Outline Due April 5th by 3:00pm

Week 13 (April 8th - April 12th)
Graded Assignments
Module 11 Evidence - Speech Video Due April 12th by 3:00pm

Week 14 (April 15th - April 18th)
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 Speech Outline Due April 18th by 3:00pm

Week 15 (April 22nd - April 26th)
Module 12 Evidence - Speech Video Due April 26th by 3:00pm

Week 16 (April 30th - May 2nd)
Final Exam - Must Be Scheduled and Taken No Later than May 2nd
12:00pm