

COM 4150
Strategic Communication
CRN: 36971

Distance Learning

SPRING 2017
Dr. Laura Winn

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Office Hours: In Person Tues. & Thurs. Select hours, email for schedule. Online office hours available by Skype or phone, scheduled through email.

Course Description

This class addresses strategic interpersonal, group, and public communication within an organizational format. We will use a case study approach to address communication issues within organizations. In addition to learning and practicing basic workplace communication skills, you will also conduct an interview, write a resume, and develop an individual strategic plan and presentation that can be used in your professional portfolio.

This class counts as a **context** class for Communication Studies majors.

Course Objectives

- Gain workplace skills such as cultural awareness, persuasive writing, working in groups, networking and interviewing
- Practice problem solving and crisis management using organizational case studies
- Develop a persuasive strategic plan and presentation on a product, cause, or issue of your choice

Book:

Adler, Elmhorst & Lucas (2013). *Communicating at work, 11th edition*. McGraw Hill Publications. ISBN: 9780078036894

Additional Reading/s:

In addition to readings from the book, there are readings that will be **posted online** and listed in the course outline. For your information, some of these are from the following book: *Argenti Corporate Communication, 6th ed.* Corporate Communication, 6th edition. *McGraw Hill Publications. ISBN: 9780073403175.*

Near the end of the semester you will also read a **free ebook** by Dave Fleet called “*Strategic Communication Planning.*” I will post a PDF version of this for you to print. It is also available for download at:

<http://www.slideshare.net/davefleet/strategic-communications-planning-a-free-ebook>

In this class, you will work on a number of key skills that you can take into the workplace.

- **Networking.** In most careers, this is an essential communication skill and you will have the opportunity to practice it in here. In particular assignments, you will have to put together a small team of classmates and find a workplace mentor outside of class to interview.
- **Group Work.** It is often easier to work entirely alone, but there are interpersonal skills, such as group collaboration, focus groups and interviewing that really need to be practiced with others.
- **Technology.** You also will have to learn new technologies independently in many workplaces—so I ask that you do so in here (e.g., Prezi, posting youtube videos).
- **Peer Review:** You will help provide peers with feedback and you will receive feedback as well. This will help everyone improve their final project. This also gives you practice in an important communication skill that is useful to any manager—giving constructive feedback on performance.

Strategic Plan Project

Near the end of the semester you will submit a strategic plan in the form of a business worthy strategic plan proposal for a product, cause, or initiative of your choice. In this final project you will showcase the skills you have learned throughout the class. Thus, it is expected that you will be **developing this project throughout the semester.**

Having a cohesive, practical and well-articulated plan for *strategically making change* can help you get a job, advance in a current career or obtain funding for your own ventures. Please keep in mind that there are a range of applications for strategic planning skills—including community service such as a volunteer or donation initiatives.

DISTANCE LEARNING

Some students (falsely) believe online course work will be easier than face to face course work and are unprepared for the workload. However, if you are good at self-motivation they can offer you a great deal of flexibility in your schedule. Here is a video that gives you some great tips for managing online coursework:

Tips for Online Learning Success, Univ. of MN

https://www.youtube.com/watch?v=B_uWQic1pOg

Those in mostly or fully online classes have access to a dedicated eLearning Advisor. *He is also able to help students in in-person classes with online assignments, time permitting. Please note that the contact person has changed from previous semesters.*

Patrick Dempsey

Office Location: General Classroom South, 223B

Office Hours: Monday through Thursday 9:30a – 7:00p and Sunday 1:00 – 5:00p

Phone: (561) 297-3590

Email: pdempse2@fau.edu

Skype Username: eSuccess_fau.edu

UNIVERSITY POLICIES

UNIVERSITY ATTENDANCE POLICY

The following may be considered excused absences as per university policy but only with the appropriate notice and documentation: *religious observances, serious illness or medical condition of self or close family member, university approved activities such as athletics, military or legal obligations.* **Family vacations, mild illnesses, or work obligations are NOT considered approved activities.** I expect you to notify me in advance of all expected absences and arrange for making up the work in a timely manner. **You are expected to complete the work ahead of known absences.**

Should the university cancel class due to severe weather, etc., please check Blackboard and university email at the earliest possible opportunity for instructions.

COURSE WEBSITE & EMAIL

As an FAU student, you are expected to keep yourself informed of course announcements, due dates and policies. You should check your **FAU email** and **course announcements** on a regular basis. For more information regarding MyFAU and email, visit www.fau.edu/irm/myfau. For issues with logging into MyFAU, contact the [Help desk](#) or 561-297-3999. You can read more about FAU's email policy on the Registrar's page at:

<http://www.fau.edu/academic/registrar/catalog/academics.php#policiesall>

The instructor's job is to help you navigate the course material. Fortunately, the FAU eLearning Center has a number of resources to help you navigate your course online (<http://www.fau.edu/cel/students/>). Through your FAU homepage, you can also complete an online ticket and have them get back to you by email, or access them by phone or live chat.

STUDENTS WITH DISABILITIES

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) -- in Boca Raton, SU 133 (561-297-3880); in Davie, LA 203 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) -- and follow all SAS procedures. <http://www.fau.edu/sas>

Please notify me at once if you require special arrangements for taking tests or participating in other course activities. I am more than willing to provide accommodation but it is important to know about these issues in advance.

NETIQUETTE

Just as with any public space, you are expected to refrain from any behavior or language that is perceived as threatening to others while online. In an online environment this includes a) using all capitals, b) using derogatory or c) threatening language. This does NOT include healthy debate (which is necessary and vital to our work) or politely challenging the ideas of another. Make sure that you are aware of FAU's policies on netiquette which can be found at:

<http://www.fau.edu/oit/student/netiquette.php>

THE WRITING CENTER

FAU's Center for Excellence in Writing (<http://www.fau.edu/UCEW/WC/>) supports writing for all members of the FAU community. The consultants there will do more than just proofread and spell check, they will help brainstorm ideas, organize your thought and advise you based on the description of the assignment. If you have interest in this resource, please contact them at 561-297-3498 or read how to schedule an online appointment here:

<http://fau.edu/ucew/online/index.php>

The UCEW also provides online appointments to give students the flexibility of working with consultants at any of FAU's writing centers from the home or office. In fact, all students taking online courses have access to their own reserved online consultant available to address their specific concerns.

STATEMENT OF ACADEMIC INTEGRITY:

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf

Plagiarism

Plagiarizing involves representing the ideas, words or work of someone else as your own. If you use the ideas or words of someone else, you must cite the original information in your paper. This applies to published work in text books, newspapers, or research articles. This also applies to the work/ideas of other students and any content that has been published online. You should also know that "not knowing" about plagiarism policies will never be a viable excuse. ***This includes any resource found online—if you copy/paste it, you must cite it.*** Although Wikipedia may be an early resource for understanding a topic, it is *not a valid resource for citation*.

- Citations are usually NOT needed for ideas from lecture notes or things we as a class generally learn. While I ***prefer that you reword lecture notes in your own language***, if you do take a direct quote from the slides you must cite it.
- Although this is not true of every professor, if you refer to a course reading that we are all doing it is ok to merely name the last name/s of the author/s and the year of the source in your writing [e.g., Griffin (2015)] and you do not need to provide a separate source page unless stated otherwise.

*Any work for which I have determined there is sufficient evidence for plagiarism will receive an **automatic grade of "0."*** You may also be reported through the appropriate channels, as per university policies. You are expected to do original work in this class. Therefore, I do consider work that has been done in previous classes to be unacceptable for submission here. It will be treated the same as plagiarized work.

For more info. read this short overview on plagiarism provided by Cornell University and then complete their online quiz as a guest (see <https://plagiarism.arts.cornell.edu/tutorial/index.cfm>).

COURSE POLICIES

Course Outline & Folders

We will use a Weekly Course Outline to stay organized. Each week will appear as a folder that contain material for the week. Barring some minor changes within the semester, this should match your syllabus. I recommend printing out the last portion of your syllabus (Your **Course Outline**) and ***use it as a planner for the course.*** *I also recommend putting important due dates and alerts in your cell phone calendar.*

Email Policy

Most questions can be easily and conveniently answered by email. I check my email regularly but not constantly. I do ask that you email once and then wait a day or two for a reply....**Please put the TITLE OF THE CLASS in your subject header.** If there is a rubric used for scoring, check the manner in which pts. were awarded both ahead of time and after receiving your grade.

Questions???? If you have questions about course content (when something is due, how to do it etc.) please do the following first: 1) If this in regards to an assignment, check the weekly folders 2) Next check the course announcements or your email, 3) Finally, *after having done the above*, please email me with your question ☺

Late Add

I do not advise adding a class more than a week into a semester. Please be aware that you are responsible for all work that occurs before you have added the class. There are no due dates the first week, however, after that you are subject to the same late penalties as all other students. **If you add the course late, you need to email me with the course name in the title and indicate the date you officially added the course as soon as you add!!!**

Any activities you miss as a result of **adding the course late** may NOT be made up except with the standard -1 per day late penalty. HOWEVER, the assignments for the first week and a half are worth only minimal points and so these should not have a large impact on your grade. Additionally, I recommend doing one of the planned extra credit opportunities that occur within the course in order to makeup these few points.

Late Work

Your work will always be submitted **online**. **Submissions are always due on midnight of the assigned day.** In order to make sure that you have submitted it on time, please allow enough time for your work to post before this deadline. If the website says that it has been submitted at 12:01 you are still considered late. It is always a good idea for you to familiarize yourself with the specific assignment and its requirements well before the due date in order to ensure that you have time to ask questions about the assignment.

To be accepted, late work **MUST** take the form of a documented emergency that is excused by university policy. You must notify me as soon as you are aware of the emergency and let me know when you expect to be able to work again.

The following are NOT considered valid excuses for late work:

- **Being out of town, or not having access to a stable computer & internet connection.**
- **Computer malfunction.** You are expected to do your work with enough time to make sure that you have allowed for any last minute malfunctions. If you have any doubts about the reliability of your computer access you need to go to a university computer, library or copy center, and get it submitted on time.
- **Unnoticed error in submission.** You need to wait and check to make sure that your submission is complete before logging off. It should be PASTED into the assigned spot.
- **I was unclear about where to submit it.** Please check the appropriate website tabs for instructions for how and where to submit work will be provided.
- **Any undocumented emergency** not covered within the university absence policy. While many emergencies that are not covered may detain you, you are given makeups and extra credits that will help you with the occasional issue that may arise.

In some cases, unexcused late work may be accepted for **-1 point** per day late. Please read the description of the specific assignments in the syllabus.

Makeups and Extra Credit

I may use makeups &/or extra credit as a means of allowing you to regain a few points that were lost due to a missed assignment or lower-than-expected score (see Course Outline for dates & availability). There may be additional extra credit opportunities offered for participating in campus events, depending on availability. However, **extra credit will not be negotiated individually for any reason.**

Grading

Grading in the class conforms to the university's grading policy. You should check your records with those on the course website on a regular basis and notify me of any discrepancies *within 2 weeks of the date in question*.

94 and up = A	90 and up = A-	87 and up = B+
84 and up = B	80 and up = B-	77 and up = C+
74 and up = C	70 and up = C-	67 and up = D+
64 and up = D	60 and up = D-	

PLEASE do not use the Blackboard app to check your grade!!! Go online to view your total points column, then divide that by the number of points that have been assessed to date.

Managing Your Grade

Your course work in this class is like managing your own small business. I expect you to *take charge of your own grade* and stay on top of expectations, know your due dates for assignments, review feedback and communicate with me about any grading issues in a timely manner. You will be given criteria for how work is graded. If a rubric is attached to the assignment please read it and the instructions for the assignment carefully before doing the assignment. For each grade, please make sure to do the following:

- Check the assignment description against what you turned in
- Read any instructor comments made during grading
- If there is a sample posted, compare this to what you've submitted

Incompletes are *rarely* given, and are applied only in the case of extreme circumstance and well documented emergencies that occur near the end of the semester. In order for an incomplete to be granted, you will need to have completed at least 90% of the evaluated work in the course prior to requesting it. You will need to be able to complete the missing work by midterms of the following semester.

COURSE ACTIVITIES

TEST/QUIZ INFO.

Tests and quizzes are done **online** and **untimed**. They should be submitted by **midnight** (11:59 pm) on the night they are due. If you have any doubts about your computer's connection or functionality, take the exam on the FAU campus or a library. *You do not need a study guide--your notes from class and book/s will serve as the best guide possible.* Once you begin the test, you cannot save and come back to it. **You must complete it all in one sitting.**

It is your responsibility to start with plenty of time to complete the exams and to establish a **SECURE INTERNET CONNECTION**. If you experience a computer problem contact me IMMEDIATELY.

Because these are online you may take them as **open-book**. However, you are warned that many of the questions will test your underlying knowledge of the material (i.e., they are not word for word from the notes. *Except for end of term makeups*, tests & quizzes are NOT cumulative (i.e., they will cover all material since the last test) and will also cover any material up through the date that they are given.

On any given test, there are likely a few items that are not worded perfectly or in the way that you expect—this is the way of such tests. I provide enough items overall on every test that each item is worth only a small portion of your grade. **Please, DO NOT EMAIL ME with a list of test items to check**...if you have concerns about a test or quiz its best to make an appointment to discuss the test overall.

Makeup: **There is one makeup for everyone held at the end of the semester**—if you miss a test or quiz, and it is not part of the university's excused absence policy, this is your **ONLY** option for making up these points. This *IS cumulative* and it will be in the same format as previous tests. It may also feature any material covered after the last test. Taking the makeup cannot hurt your grade. It replaces any lower graded or missed score.

Final Exam: This exam will be in a **short answer** format and it will provide a way for you to reflect on and synthesize primary course concepts. More information on this will be available later in the semester.

WRITING ACTIVITIES (Online Posts)

You will have the opportunity to express your informed opinion about course material. Make sure that you review each of your writing assignments and check your work against both the project description and the rubric before submitting it. You will be graded on a) the quality and depth of your argument/s and b) the extent to which you use course material and terms in support of your argument.

The main goal is to demonstrate your **knowledge about course material** and **use critical thinking skills** to extend that material past what we've read—not to merely express any unsubstantiated opinion. In here, all course assignment submissions will go through the course website.

- Details for each assignment are usually provided in the spot where you will post your response. I recommend completing your work offline in a word processing document then copy/paste it into an entry where indicated.
- You need to **PASTE** your work (don't attach).
- If you have concerns, **email** your work to as a backup to make sure that you get credit for turning it in on time (then keep trying to submit it to BB in the appropriate place, making a note that you also emailed it.).

PLEASE BE ADVISED: If a file is attached rather than pasted, you will not get credit for your work until it's been submitted properly!!! (It is important for me to preserve both my home & work computers by not downloading a large number of documents). You need to take the extra second to double check that your work has posted and that it is visible. **Assignments that have been attached (not pasted) will automatically be deducted -1 late point for each day it's late!!!!**

It may take a few minutes for the website to register a submission. Wait a few minutes and **check** to make sure that your work has been submitted. It does sometimes occur that the course website has high usage (particularly at night). You may get an "error" message during these times and may have to wait a few minutes and try again. Make sure that you leave yourself plenty of time to submit your work in case this happens.

COURSE REQUIREMENTS

Syllabus Quiz	2 pts.	No makeups, no late entries
Syllabus Contract	1 pt.	Must be completed to finish class
Intro. Post	1 pt.	No makeups, no late entries
Tests	30 pts. (2 @ 15 pts. each)	<u>One makeup</u> , no late entries
Final Exam	5 pts.	No makeups, no late entries
Posts	20 pts. (4 @ 4 pts. each)	<u>One makeup</u> , -1 pt. per day late

Strategic Plan Project (No makeups, -1 pt. per day late)

Idea Proposal	2 pts.
Draft Strategic Plan	5 pts.
Elevator Pitch	5 pts.
Slides	5 pts.
Final Version Strategic Plan	15 pts.
"Shark Tanks" (Peer Reviews)	9 pts. (3 @ 3 pts. Each.)

Please note: Shark Tanks will not appear as separate grading columns. The points are attached to the parts of the project you review (3 reviews so 3 pts. each for the idea proposal, the final project and the slides).

Total: 100 pts.

Note: This is the **same as your % in the class** so at any point in time you can easily calculate your own grade: Take the # of pts. you have earned so far) and divide it by # of pts. possible to date.

COURSE OUTLINE

Everything is **due by midnight** (11:59 pm) on the day it's assigned.

					<u>Readings & Independent Work</u>	<u>What's Due?</u>
WEEK 1	T	1/10	1	Intro. to Course	<i>Read Syllabus, Final Project Description</i>	
	R	1/12	2	Professional Comm.	Adler Ch. 1 Overview	
	SUN	1/16		-----	<i>There is a practice quiz for you to take (0 pts.)</i>	<i>Put due dates for class in your planner or phone!</i>
WEEK 2	T	1/17	3	Professional Writing	Adler Appendix 3	
	R	1/19	4	Culture & Audience Analysis	Adler Ch. 2 Culture	
	SUN	1/22		-----	-----	<i>Syllabus Quiz & Contract Intro. Post</i>
WEEK 3	T	1/24	5	Listening	Adler Ch. 3 Listening	-----
	R	1/26	6	Interpersonal	Adler Ch. 5 Interpersonal	
	SUN	1/29		-----	-----	TEST 1
WEEK 4	T	1/31	7	Persuasion & Messages	Adler Ch. 4 Messages	
	R	2/2		-----	<i>Work on the Conceptualization part of the project</i>	
	SUN	2/5		-----	-----	Post #1 Cover Letter
WEEK 5	T	2/7	8	Interviewing	Adler Ch. 6 Interviewing Adler Appendix 1	
	R	2/9	9	Groups	Adler Ch. 7 Working in Teams	
	SUN	2/12		-----	-----	Idea Proposal
WEEK 6	T	2/14	10	Leadership	Adler Ch. 8 Meetings	
	R	2/16	11	Presentations	Adler Ch. 9 Developing Adler Ch. 10 Support <i>Read Elevator Pitch Description</i>	
	SUN	2/19		-----	-----	Post #2 Interview
WEEK 7	T	2/21	12	Presentations	Adler Ch. 11 Delivering Adler Ch. 12 Types Adler Appdx Presentations <i>Read Project Slides Description</i>	
	R	2/23	13	Strategic Assessment	<i>Start work on the Assessment part of the project</i>	

	SUN	2/26		-----	-----	TEST 2
WEEK 8	T	2/28		Strategic Plans	Fleet (ebook)	
	R	3/2	14	Strategic Planning: Deliverables	Finish Fleet (ebook)	
	SUN	3/5		-----	-----	Post #3: Focus Group
				<i>SPRING BREAK</i>	<i>3/6 - 3/12</i>	
WEEK 9	T	3/14		Work on Strategic Plans	<i>Work on the Deliverables part of the project</i>	
	R	3/16		Work on Strategic Plans	-----	
	SUN	3/19		-----	-----	Draft Strategic Plan Extra Credit #1
WEEK 10	T	3/20		Case Studies	Case Study Method (PDF)	
	R	3/22		<i>Work on Shark Tanks</i>	-----	
	SUN	3/26		-----	-----	Makeup TEST Shark Tank #1
WEEK 11	T	3/27	15	Corporate Image & Social Media	Identity & Image (PDF)	
	R	3/29		<i>Work on Final Project</i>	-----	
	SUN	4/2		-----	-----	FINAL PROJECT DUE
WEEK 12	T	4/4		Corporate Image & Crowdfunding	Disney (PDF)	
	R	4/6		<i>Work on Shark Tanks</i>		
	SUN	4/9		-----	-----	Post #4: Case Study Shark Tank #2
WEEK 13	T	4/11		Organizational Crisis	Crisis (PDF) Jet Blue (PDF)	
	R	4/13		<i>Work on Elevator Pitch</i>		
	SUN	4/16		-----	-----	Post #5: Case Study Elevator Pitch Due
WEEK 14	T	4/18		-----	Coca-Cola India (PDF)	
	R	4/20		<i>Work on Slides</i>		
	SUN	4/23		-----	-----	Makeup Post Slides Due
WEEK 15	T	4/24		LAST DAY OF CLASS		Shark Tank #3 <i>Extra Credit #2</i>
Finals Week				<i>4/27 – 5/3 Finals</i>	<i>Good luck on Finals & please fill out your SPOTS ☺</i>	Final Exam due 4/27 at midnight