



THE OHIO STATE UNIVERSITY

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# **SYLLABUS: COMM 2131 BUSINESS AND PROFESSIONAL SPEAKING AUTUMN 2022 ONLINE**

## **Instructor**

Instructor: Tonya Forsythe

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Office hours: T 10 a.m.-12 p.m. Journalism Building room 319 or Zoom by appointment

## **Course description**

From the catalog: Train students in public speaking and developing interpersonal skills for business and the professions.

This course is designed to develop confidence in business communication. This class will focus on business communication including written and oral communication. The course includes instruction on preparation, organizing, rehearsing, and delivering quality presentations. Tips and techniques for incorporating different types of visuals and using a variety of delivery methods will be shared. Interviewing techniques will also be discussed.

## **Course learning outcomes**

By the end of this course, students should successfully be able to:

- Improve interpersonal communication and interviewing skills.
- Better understand communication in the organization, in public and in small groups.
- Learn to work in self-managed teams and perform functions traditionally assigned to supervisors or managers.
- Become aware of real-world illustrations through the text and small group exercises emphasizing diversified careers in business and other professions.
- Develop skills that will be useful in a changing work environment enabling students to participate in various forms of public speaking in different settings.
- Understanding problem solving in work-related situations in organizations of all types, resulting in improved efficiency and better communication in the workplace.

## Mode of delivery

This course will be presented fully online in an asynchronous format. There will be no set meeting times or live components.

## How this course works

This course is organized in weekly modules. Lectures are prerecorded voice-over PowerPoint videos. Additional videos are provided for analysis and used for several lessons or discussions. Initial discussion posts will always be due on Wednesday by 11:59. Replies to peers will always be due on Friday at 11:59. All assignments are due on Friday at 11:59. Late discussion posts and assignments will not be accepted.

## Course materials

### Required

The textbook for this course is being provided via CarmenBooks. Through CarmenBooks, students obtain publisher materials electronically through CarmenCanvas, saving them up to 80% per title. The fee for this material is included as part of tuition and is listed as CarmenBooks fee on your Statement of Account. In addition to cost-savings, materials provided through CarmenBooks are available immediately on or before the first day of class. There is no need to wait for financial aid or scholarship money to purchase your textbook.

Unless you choose to opt-out of the program, you do NOT need to purchase any materials for this course at the bookstore. For more information on the program or information on how to opt out, please visit the CarmenBooks website.

Adler, Ronald B., and Elmhorst, Jeanne Marquardt, *Communicating at Work: Principles and Practices for Business and the Professions*, 12<sup>th</sup> ed., New York, NY: McGraw-Hill, 2010. Access this eBook through the CarmenBooks reader link in the course navigation.

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## Grading and faculty response

### Grades

Assignment or category	Points and Percent
Reflections (2)	20/2%

Assignment or category	Points and Percent
Discussions (6)	210/21%
Speech outlines (2)	40/4%
Cover Letter and Resume	50/5%
Job Interview	50/5%
Elevator Speech	10/1%
Informative Speech	140/14%
Proposal Speech	380/38%
Group Speech	100/10%
Total	1,000 Points and 100%

See course schedule, below, for due dates

## Assignment guide

### Reflections

Throughout the semester you will respond to 2 short-answer prompts. These reflections will give you an opportunity to reflect on your speaking and communication experience at two points throughout the semester. They are listed on the schedule as reflections. They are due by 11:59pm **Friday**. **No late exercises will be accepted. No exceptions.**

### Discussions

There will be 6 individual discussions throughout the semester. Five discussions will give you an opportunity to converse with your classmates regarding communication topics. They are listed on the schedule as discussions and a prompt for each discussion will be provided. Discussions will include three written requirements. An initial post of 100-300 words will be due by 11:59pm on the **Wednesday** of the week a discussion is due. Two posts of 50-100 words responding to the initial posts of two other students will be due by 11:59 on the **Friday** of the week that discussion is due. Discussion posts should demonstrate 1. Understanding of the concept(s) in the material provided 2. Independent thought regarding the concepts and material 3. Thoughtful response to the work of at least 2 other students in the class. One discussion will be peer feedback on the elevator speech. You will upload your speech to the discussion forum. Replies of 50-100 words commenting on each of the four speeches will be due by 11:59 on the **Friday** of the week that discussion is due. **No late discussion post will be accepted. No exceptions.**

### Speech outlines

A full-sentence preparation outline as described in the lectures and modules is to be turned in for the informative and proposal speeches. A specific purpose statement is required. Outlines must be in outline format. A reference page in APA format must be included. Upload the outline to the corresponding dropbox on Carmen by the due date.

## Speeches

A live audience is not required for your speeches. However, if you have family members or roommates who live with you and are willing to serve as an audience, I encourage you to have them help you record your speech and serve as an audience. Record any audience members prior to starting your speech. Speeches need to be recorded and compressed and are due by 11:59pm each **Friday**. To record your speech, please use a cell phone, tablet or laptop held by one of your audience members or propped on a sturdy surface if you do not have an audience. After recording your speech, compress the video by using a free app of your choice found on the app store. I use the simple app named “compress” at the VGA setting. Upload the compressed video to the corresponding dropbox on Carmen by the due date. If you have trouble uploading directly to Carmen, you may upload your speech video to OneDrive or YouTube and share the link in the assignment dropbox. A detailed description of each speech is located below.

### *Elevator Speech*

This speaking assignment is described on page 21 of your textbook. This short speech will serve as a brief introduction and a good way for your classmates and instructor to start to get to know you. You will address the four criteria listed in the rubric and strive to stay within the 1-2-minute time limit. You may use speaking notes. You are not to use a visual for this speech. An additional goal of this speech is for you to start to learn to communicate more concisely.

### *Informative Speech*

The purpose of this informative speech is to give a claim of fact presentation on how communication is most effectively used in the workplace in appropriate depth and detail. The primary focus of the speech is based on the student’s professional interest. You must conduct three information-gathering interviews (approximately 15-20 minute each) with professionals in your current or prospective profession who are college graduates (you may only use one OSU faculty or staff member and one family member) regarding each of the following questions: 1. What kind of professional public speaking skills do you regularly use? 2. What other skills and abilities do you think are important for people in your profession? 3. What aspect of your own professional communication do you personally find most interesting, and why? Interviews may be conducted in person, over the phone or Zoom, or via email. The following three questions must be asked of each interviewee and may serve as the three main points of the body of the speech organized in topical order (page 266). Time limit is 4-5 minutes.

### *Proposal Speech*

You will give a persuasive proposal speech in appropriate depth and detail on a business or professional topic. Speech should contain 3 main points about your topic. Your speech should be organized in Monroe’s Motivated Sequence organizational pattern. The attention step will be in the introduction and the action step will be in the conclusion. The body of the speech will have three main points: need, satisfaction, and visualization. You should preview your main points in the introduction and summarize them in your conclusion. A visual of 4-10 PowerPoint or Google slides is required. Time limit is 5-6 minutes.

### *Group Speech*

Each team gives a 12- minute persuasive speech in appropriate depth and detail summarizing a topic of relevance to the Ohio State University student population. See the group speech section of your textbook on pages 366-368 for guidance. The speech is to be given in the 5-step Motivated Sequence organizational method. A 1,700- to 1,900-word script and 10- to 20-slide PowerPoint will accompany the group speech. Speeches will be recorded by the group on Zoom and uploaded for the instructor to review.

### **Cover Letter and Resume**

You will write and submit a cover letter and 1-page resume for an entry-level position or internship of their choice. This should be error free and tailored to the job chosen. You will learn written communication skills and research skills to gain an understanding of a company and its opportunities for employment.

### **Job Interview**

You will participate in a mock interview with a classmate. You are required to dress professionally on your interview day. Your interview will last 5-10 minutes and a list of 25 potential questions for the interview will be provided by the instructor. You will schedule an interview time with your classmate who has been assigned as your partner for this interview. You will take turns interviewing each other using the five required questions.

### **Late assignments**

**Late assignments will not be accepted.**

### **Grading scale**

A	93-100% (925-1000)	B-	80-82% (795-824)	D+	67-69% (665-694)
A-	90-92% (895-924)	C+	77-79% (765-794)	D	60-66% (600-664)
B+	87-89% (865-894)	C	73-76% (725-764)	E	Below 60% (599 and below)
B	83-86% (825-864)	C-	70-72% (695-724)		

## **Attendance, participation, and discussions**

### **Credit hour and work expectation**

This is a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for

example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average. [ASC Honors](#) provides an excellent guide to scheduling and study expectations.

## Student participation requirements

Because this is a distance-education course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Logging in:**  
Be sure you are logging in to the course in Carmen each week, including weeks with holidays or weeks with minimal online course activity. I suggest logging in at least three times per week to make sure you are keeping up with announcements and course content. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me *as soon as possible*. Video and audio lectures will be posted on Monday.
- **Participating in discussion forums:**  
As participation, you can expect to post at least once by Wednesday and respond at least once by Friday as part of our substantive class discussion. This requires that you will check in twice per week, however, additional participation will give you a richer experience within the course.

## Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

### Grading and feedback

For speeches, you can generally expect feedback within **7-14 days**.

### E-mail

I will reply to e-mails within **24 hours on school days**.

### Discussion board

I will check and reply to messages in the discussion boards every **24 hours on school days**.

## Communications

I will post class updates and/or additional materials as announcements on Carmen and/or to your OSU email. Please check Carmen and read your email regularly (at least 2-3 times per week) because you are responsible for this information, just as you are responsible for information in class.

## Challenging a Grade

I am always willing to discuss your grades with you, but I will not do so during class time. To challenge a grade, you must meet me during office hours or make an appointment **within one week** of the assignment being returned to you. When we meet, you must present your concerns in writing and attach the graded speech, paper, or exam. Please note that a challenge may result in grades being raised or lowered

## Extra Credit

**There will be no extra credit offered in this course.**

## Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Writing style:** While there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics.
- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- **Backing up your work:** Consider composing your academic posts in a word processor, where you can save your work, and then copying into the Carmen discussion.

## Encouraging an optimal learning experience

Previous distance learning courses have provided insights from students on how to improve the learning experience and optimize outcomes. Here are a few tips from previous students to encourage your success in this online course:

- Students kept up with the schedule and assignment due dates.
- Students made sure they had access to a reliable internet connection.
- Students had access to at least one reliable device and a backup plan in case of a technological issue.
- Students have made plans to back up work. OSU provides free access to data storage through [BuckeyeBox](#) and [Microsoft One Drive](#).

- Students reported that completing assigned readings before viewing lectures (or attending synchronous lectures) helped them to be prepared to follow along with lectures and participate in discussions.
- Students scheduled time to complete activities at a steady pace during the week. Keeping a schedule prevented a last-minute rush and kept the workload manageable.
- Students approached the material by thinking about the connections between readings, lectures, and assignments.
- Students followed the instructor's preference for camera and microphone settings during online synchronous meetings.

## Course technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
  - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit [my.osu.edu](https://my.osu.edu).
  - Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
  - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
    - [Carmen accessibility](#)
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** [8help@osu.edu](mailto:8help@osu.edu)
- **TDD:** 614-688-8743

### Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen



## Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection

## Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.

OSU students have access to Microsoft Office products free of charge. To install, please visit [https://osuitsm.service-now.com/selfservice/kb\\_view.do?sysparm\\_article=kb04733](https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733)

# Other course policies

## Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website: <http://advising.osu.edu/welcome.shtml>

## Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>. As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting [ccs.osu.edu](https://ccs.osu.edu) or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on call counselor when CCS is closed at 614-292--5766 and 24 hour emergency help is also available through the 24/7 National Suicide Prevention Hotline at 1-800-273-TALK or at [suicidepreventionlifeline.org](https://suicidepreventionlifeline.org).

## Writing Center

All students, especially those who have difficulty writing, are encouraged to visit the *OSU Writing Center*. Their web address is <https://cstw.osu.edu/writing-center> and their phone number is 688-5865. The Writing Center offers two kinds of tutorials: 1) Scheduled, 50-minute

tutorials in 4120A Smith Lab and 2) Drop-in, 20-minute tutorials at our satellite centers (First floor Thompson Library and 114 Smith-Steeb Residence Hall).

## Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

## Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

## Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

## Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting [ccs.osu.edu](http://ccs.osu.edu) or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445)

## COVID-19 and Illness Policies

### University COVID policies

Please refer to current polies regarding COVID on the university website.

### Student illness or absence

If *you* are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged.

### Instructor illness or absence

If the *instructor* is too ill to teach the course for a period of time, the designated backup for this course will step in. You will be notified via email from the School of Communication.

## Academic integrity policy

### Policies for this online course

- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

### Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

## **Accessibility accommodations for students with disabilities**

### Requesting accommodations

**Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, [slds@osu.edu](mailto:slds@osu.edu); [slds.osu.edu](http://slds.osu.edu).**

### **Disclaimer**

The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class, via email, and/or on Carmen if and when any changes occur.

## Online course schedule Autumn 2022

Week	Readings and Lectures	Discussion and Assignment Due Dates
1 Aug. 23-26, 2022	<b>Reading:</b> Chapter 1 <b>Lecture 1:</b> Welcome and Communicating at Work	Café Discussion post (100-300 words) due Wednesday at 11:59 p.m.  Café Discussion replies (two of 50-100 words) due Friday at 11:59 p.m.
2 Aug. 29-Sept. 2, 2022	<b>Reading:</b> Chapters 2 and 6 <b>Lecture 2:</b> Communication, Culture, and Work <b>Lecture 3:</b> Conducting an Informational Interview and Informative Speech assignment details	Interview Discussion post (100-300 words) due at 11:59 p.m.  Interview Discussion replies (two of 50-100 words) due Friday at 11:59 p.m.
3 Sept. 5-9, 2022	<b>Reading:</b> Chapter 9 <b>Lecture 4:</b> Organizing Your Informative Speech	Multitasking Discussion post (100-300 words) due Wednesday at 11:59 p.m.  Multitasking Discussion replies (two of 50-100 words) due Friday at 11:59 p.m.  <b>Schedule your informative speech interviews!</b>
4 Sept. 12-16, 2022	<b>Reading:</b> Chapter 10 and Appendix I & II (Resume and cover letter section) <b>Lecture 5:</b> Resumes and Cover Letters <b>Lecture 6:</b> Verbal Support in Presentations	Resume and Cover Letters due Friday at 11:59 p.m.
5 Sept. 19-23, 2022	<b>Reading:</b> Chapter 11, page 21, and Elevator Speech article <b>Lecture 7:</b> Speech Delivery	Elevator Speech due Friday at 11:59 p.m.  <b>Finish your informative speech interviews!</b>
6 Sept. 27-30, 2022	<b>Reading:</b> Chapter 4 <b>Lecture 8:</b> Verbal and Nonverbal Communication	Elevator Speech Peer Review Discussion due Friday at 11:59 p.m.  Informative Speech Outline due Friday at 11:59 p.m.
7 Oct. 3-7, 2022	<b>Reading:</b> Chapter 6 <b>Lecture 9:</b> Employment Interviews	Job Interviews due Friday at 11:59 p.m.
8 Oct. 10-14, 2022	<b>Reading:</b> Chapter 10 <b>Lecture 10:</b> Visual Support in Presentations and PowerPoint Design	<b>Nothing Due!!!!</b> <b>Fall Break October 13 and 14!</b>

9 Oct. 17-21, 2022	No reading or lectures. Use this time to practice and record your informative speeches.	Informative Speech due Friday at 11:59 p.m.
10 Oct. 24-28, 2022	<b>Reading:</b> Chapter 9 and 12 <b>Lecture 11:</b> Types of Business Presentations <b>Lecture 12:</b> Persuasion, Organizing Your Proposal Speech, and Proposal Speech Explanation	Informative Speech Reflection due Friday at 11:59 p.m.  Proposal Speech Outline due Friday at 11:59 p.m.
11 Oct. 31-Nov. 4, 2022	<b>Reading:</b> Chapters 3 and 5 <b>Lecture 13:</b> Listening <b>Lecture 14:</b> Interpersonal Strategies and Skills	Visuals Discussion post (100-300 words) due Wednesday at 11:59 p.m.  Visuals Discussion replies (two of 50-100 words) due Friday at 11:59 p.m.
12 Nov. 7-11, 2022	No reading or lectures. Use this time to practice and record your proposal speeches.	Proposal Speech due <b>Saturday, November 12</b> at 11:59 p.m.  <b>Friday, November 11 is Veterans Day.</b>
13 Nov. 14-18, 2022	<b>Reading:</b> Chapters 7 and 8 <b>Lecture 15:</b> Working in Teams and Group Speech Explanation <b>Lecture 16:</b> Effective Meetings	Group Conformity Discussion post (100-300 words) due Wednesday at 11:59 p.m.  Group Conformity Discussion replies (two of 50-100 words) due Friday at 11:59 p.m.
14 Nov. 21-25, 2022	No reading or lectures. Use this time to rest and refocus to prepare for the end of the semester. Be mindful of something to be thankful for.	<b>Nothing due Thanksgiving Break</b>
15 Nov. 28-Dec. 2, 2022	No reading or lectures. Use this time to practice and record your proposal speeches.	Group Speech script and zoom recordings due Friday at 11:59 p.m.  Final Reflection due Friday at 11:59 p.m.