

Department of Communication
Wayne State University
Department phone number: (313) 577-2943 Fax: (313) 577-6300

COURSE SYLLABUS
COM 3300 - Section 008
Fall 2023

Instructor: Nina Kelly (*first name pronounced NYE-nuh*)
Course Time/Days: Wednesdays, 2:30 – 5:00PM
Course Location: 361 MISB
Instructor's Office Location: 508 Manoogian Hall
Instructor's Email Address: ninakelly@wayne.edu
Instructor's Office Hours: Mondays 1:00-2:00 pm or by appointment

PLEASE NOTE UNIVERSITY POLICY: If you are enrolled and haven't attended my class by the end of the first week, the Registrar will administratively withdraw you from the class and your financial aid will be adjusted accordingly.

Prerequisites

Students should consult College/School listing for the specific requirement in their curriculum.

Communication & Correspondence

Please DO NOT message or email me through Canvas, but rather, email me at ninakelly@wayne.edu with your WSU email account. Please write COM 3300 in the subject line of all emails. I am committed to replying to your email during regular business hours within a 24-hour period, aside from weekends and holidays. I will only have conversations about grades 24 hours after they have been issued, during office hours.

Course Description & Learning Outcomes

The overall objective of COM 3300 is to help students become effective oral and written communicators in business. The course will help students achieve the following major goals:

- Design business communications appropriate to the context, audience, purpose, genre (communication type), and professional ethos.
- Recognize and accommodate the various cultural differences, especially language, ethnic, racial, nationality, and gender differences as they affect our communication practices, both verbal and nonverbal.
- Apply principles and techniques based on theory and research in such areas as document design, readability, persuasion, rhetoric, graphic design, listening, and non-verbal communication and develop an awareness of applications of communication research in business and society.
- Produce effective business documents, including emails, letters, and reports.
- Perform effectively as an oral business communicator, by preparing professional PowerPoint presentations, interacting one-to-one, and collaborating with others to produce documents.
- Assess your own and others' documents and oral communication, develop self-awareness, analyzing abilities, and facilitate the development of others.
- Adapt to a technological work environment, access information, and produce documents electronically and integrate technological support and computer-mediated systems into your work.

Course Materials

- Textbook: Cengage BCOM 11, 11th Edition by Carol M. Lehman, Debbie D. DuFrene &

Robyn Walker

- Online access to the book is provided at a discounted rate through Wayne State's First Day Inclusive Access program. This program provides your required course material prior to the first day of classes directly through Canvas at a price equal to or lower than the publisher-direct prices. A direct charge for the course material is placed against your student account and is visible on your tuition bill. Participation in the First Day program is optional. Please see Canvas for instructions on activating your online access or for information on opting out of the First Day Inclusive Access program. For additional information regarding the First Day Inclusive Access course material program, please visit the WSU First Day website at <https://Studentservices.wayne.edu/bookstore/inclusive-access>.
- Microsoft Office applications for coursework; specifically, Word, Excel, and PowerPoint. **All written work must be submitted using Word or PowerPoint, not PDF or other formats.**
- An APA 7th edition publication manual style guide. If students should not want to incur the cost of an APA manual, please seek access to one via the UGL or Purdue Owl at: <https://owl.english.purdue.edu/owl/>.

Important Websites/Resources

- [Canvas](#): Call C&IT at (313) 577-HELP (4357) if you have problems accessing Canvas. Do *not* contact your instructor unless C&IT has not responded to your problem within 24 hours.
- [Academica](#)
- [Academic Success Center](#) (Undergraduate Library, Suite 1600)
- [Writing Center](#) (Undergraduate Library, Room 2310)

Attendance—Absences & Tardiness

Attendance will be taken at the beginning of every class period. Students are allowed one (1) unexcused absence. For every unexcused absence thereafter, there will be a 10-point deduction from the student's final course score. Note: If you have an *excused absence*, it will not count against your attendance. *However*, you must provide *proper documentation* within 7 days of the absence.

An "excused absence" is defined as an absence due to an illness, death in the family, court date, mandatory government/military event, or university activity (e.g., field trip, sport/academic event that you are participating in). It does *not* include work or a job-related event, a doctor's appointment that you could schedule on a different time/day or having to pick up your kids from school.

"Proper documentation" refers to one of the following documents: a doctor's note, funeral program, copy of court order, government/military form, or note from the university. The document *must* include the date(s) you missed class, your name, and a signature of the person providing the documentation (the only exception to this is a funeral program). **Any absence documentation must be provided within 7 days of the absence. Failure to provide documentation within that timeframe will result in an unexcused absence for the missed class date. I do not accept documentation at the end of the term for absences that occur earlier in the term.**

Tardiness is particularly disruptive in any class. Chronic tardiness and early departures may be treated as absences or partial absences. Just like in the workplace, you should expect that anything you do might be evaluated at any time. **Habitual tardiness will result in a 10-point deduction for each time you are late.**

Assignments, Activities, and Grading

Engagement in the class is important to your learning. The class discussion aspect of participation activities includes contributing to class interaction and responding to peers' presentations, including asking questions and commenting appropriately on their work.

Assignments and Points Distribution

The course is divided into four major assignments (called 'units') with class participation activities included in each. This course uses a 1000-point scale. **Please note all written work uses a 'business' format, which means single spaced, not double spaced.**

Unit I: Principles of Business Communications (125 Pts)

- Introduction questionnaire (See Canvas for instructions): 10 Pts
- Position description: 5 Pts
- Intro Speech outline/notes: 5 Pts
- Quiz #1 – Chapters 1, 13 & 14: 25 Pts
- Targeted resume: 30 Pts
- Cover letter: 50 Pts

Unit II: Developing a Professional Persona/Identity (250 Pts)

- Introduction speech: 75 Pts
- Introduction speech self-assessment: 50 Pts
- Quiz #2 – Chapter 2, 3, 4 & 5: 25 Pts
- Individual case study analysis: 100 Pts

Unit III: Team Communication (310 Pts)

- Team case study analysis: 50 Pts
- Quiz #3 – Chapters 6, 7 & 8: 25 Pts

Global, Cultural & Diversity Impact in the Workplace

- Team presentation + PowerPoint slides: 110 Pts
- Team executive summary: 100 Pts
- Team evaluation: 25 Pts

Unit IV: Managerial Communication (275 Pts)

- Quiz #4 – Chapters 9, 10, 11 & 12: 25 Pts
- Management briefing individual presentation: 100 Pts
- Management briefing PowerPoint slide deck: 50 Pts
- Management briefing report: 100 Pts

Participation: 40 Pts

It is my goal to have all assignments graded as quickly as possible. However, grading speeches and other written assignments may take up to 14 days.

Deadlines

There are no make-ups; assignments are due on the dates noted in the Course Calendar and on the Canvas Assignments page. **Late work is not accepted;** however, I do recognize extraordinary circumstances sometimes mean more time is needed. Therefore, if you need the deadline to move a day or two it is possible to do so if you reach out to me **no less than 72 hours** before the deadline to request and negotiate for an extension. In your email, you must do these things:

- State how much more time you need
- Explain why you need more time
- Explain what status your assignment is in at the time of the request

- Explain how the additional time will make it better. If your request is reasonable and your explanations are sound, we will move the deadline so you can turn in the best possible work.

If you do NOT follow these steps to negotiate for a new deadline, the points for assignments turned in after the deadline will drop 10% PER DAY late, including weekend days.

Extra Credit

Students interested in extra credit may participate in Communication department research projects by registering with the department's Research Participant Pool through the SONA website (<http://waynecomm.sona-systems.com>). Please note that before you can sign into SONA for the first time, you must click on the "Request Account" button to receive a user I.D. and password; you cannot use your Wayne State student I.D. and password to sign in. Also note that the Communication Department SONA system is separate from the Psychology Department's SONA system; even if you already have an account with Psychology, you still need to request a new one for Communication.

Throughout a typical semester, department researchers may recruit participants to respond to surveys, take part in experiments, pilot-test future texts or videos, and the like. Generally, a research project that lasts half an hour or less will be worth 0.5 points; a project lasting half an hour to an hour will be worth 1 point; one lasting 1.5 hours will be worth 1.5 points; and one lasting two hours will be worth 2 points. Multiply the SONA point values by 5 to calculate how many points of extra credit they earn toward your COM 3300 grade. So, 0.5 SONA points x 5 = 2.5 points of extra credit; 1 SONA point x 5 = 5 points of extra credit; 1.5 SONA points x 5 = 7.5 points of extra credit; and 2 SONA points x 5 = 10 points of extra credit.

Fifteen (15) points is the maximum for one semester in this class. Credit for participating in a single research project cannot be applied to more than one class.

Please do not rely on SONA research participation to boost your final point total. There may be times when there are no projects/or research available. I have no control over when or how much credit will be offered through SONA.

Grading

Point grades will be awarded on the effectiveness of the written or oral communication for the major graded assignments in each unit. The grade chart describes the full letter grades.

Letter	Points	
A	920	1000
A-	900	919
B+	880	899
B	820	879
B-	800	819
C+	780	799
C	720	779
C-	700	719
D+	680	699
D	620	679
D-	600	619
F	0	599

For the group projects (U2 & U3), if you do not participate and actively work with your group, I reserve the right to grade your participation different from the other group members.

Note: Over 75% of your grade is based on written assignments so please make sure you write, edit, and proofread before you submit any work.

Withdrawal Requests

Students withdrawing from a course after the 2nd week of classes will receive a grade of WP, WF, or WN.

- **WP:** if you are passing the course (based on work due to date) at the time the withdrawal is requested.
- **WF:** if you are failing the course (based on work due to date) at the time the withdrawal is requested.
- **WN:** if no materials have been submitted, and so there is no basis for a grade

You must submit your withdrawal request online through Academics (formerly known as Pipeline). Please check WSU's academic calendar for the last day a student may withdraw a) to receive tuition cancellation, b) without a grade appearing on a transcript, and c) with the instructor's approval. **I must approve the withdrawal request before it becomes final, and you should continue to attend class until you receive notification via email that the withdrawal has been approved.** Students who stop attending but do not request a withdrawal will receive an automatic F (failing grade). Students who have not officially withdrawn from the class must earn a minimum a D- in order to receive course credit.

Grade Appeals & Incompletes

Assignment Grade Appeals Process

If you wish to appeal a grade on an assignment, you need to follow these procedures. I will not discuss individual grades during class time.

- Read my feedback, submit a typed, written appeal that identifies the specific issue in question (e.g., outline, delivery, quiz item, etc.), and explain reasons why you feel the grade should be changed. Please refer to any class materials that support your rationale for a change.
- Wait at least 24 hours before sending your written appeal and requesting an appointment. Provide two potential times for your appointment.
- The written appeal should be submitted at least 24 hours before the appointment so that I have time to read and consider an appropriate response.
- When you arrive for the scheduled appointment, bring in your graded copy of the item in question (e.g., debate feedback form, paper, etc.) and any additional evidence to support your claims, and be ready to present them.
- After meeting with you, I will decide within two days whether to change or uphold the grade. I will provide you with a written justification of my decision.
- All of this must take place within one week [7 days] of the time that you submit your appeal.
- Grade appeals will not be considered after 10 days of the day grades have been submitted. All grades are final and cannot be appealed after 10 days.

The formal college policy for appealing a **final grade** can be found at: <http://cfpca.wayne.edu/files/gradeappeal.pdf>. Incompletes are reserved for extraordinary circumstances such as personal emergencies that can be documented. An incomplete is granted when, in the Basic Course Director's judgment, you can successfully complete the work of the course. Incompletes that are not converted to a letter grade within one year will automatically revert to an F (failing grade). Professor Frazier will approve an incomplete only under very stringent conditions, and most likely, never. Any **incomplete must be approved prior to the last week of classes.**

Other Class Policies

- **You are expected to access your Wayne State email and check Canvas daily** at <http://canvas.wayne.edu> to verify your grades, check deadlines, and read announcements regarding information on upcoming assignments. Everything for this course can be found on our Canvas site, and you are expected to use our Canvas course site. Call C&IT at (313) 577-4778 if you have problems accessing Canvas.
- **Professional courtesy:** Professional courtesy includes listening to people who are speaking and working together in the spirit of cooperation. It is expected that students remain professional when discussing controversial ideas and remember that our class discussions are a learning process, not an opportunity for personal attacks. Failure to conduct yourself according to these guidelines will result in a documented one-on-one meeting. Further disruptions may result in a grade penalty with the severity at the discretion of the instructor.
- **Please silence your phone and have it put away during the class period (not on your desk).** If you need to use your phone to text, please leave the classroom to do so.

Wayne State Policies & Resources

COVID-19 Compliance: All students are expected to familiarize themselves with the current campus health and safety guidelines. The university will monitor the pandemic situation closely, and it is possible that the measures mentioned here will change, including by moving all classes to remote learning, to ensure the safety and well-being of our faculty, staff, and students.

Rights and Responsibilities: As a member of the academic community at Wayne State, you have rights, as well as responsibilities. As such, please also familiarize yourself with the Student Rights and Responsibilities, available at: <https://bog.wayne.edu/code/2-31-01>. Additionally, the Wayne State Non-Discrimination / Affirmative Action Policy can be found at <https://bog.wayne.edu/code/2-28-01>.

Disabilities: If you have a documented disability that requires accommodations, you will need to register with Student Disability Services (SDS) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TDD only).

<http://studentdisability.wayne.edu/accommodations.php>

Once you have your accommodations in place, I will be glad to meet with you privately during my office hours to discuss your needs. Student Disability Services' mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University. Please be aware that a delay in getting SDS accommodation letters for the current semester may hinder the availability or facilitation of those accommodations in a timely manner. Therefore, it is in your best interest to get your accommodation letters as early in the semester as possible.

Plagiarism/Academic Dishonesty: Materials that are clearly not the student's own work or which are not appropriately documented will be subjected to scrutiny. All acts of academic dishonesty including cheating and plagiarism will be treated as violations of appropriate student conduct and will be subject to disciplinary action. The Student Code of Conduct can be found at: <https://doso.wayne.edu/conduct/student>. For other information about academic misconduct - <https://doso.wayne.edu/conduct/academic-misconduct>.

Religious Observances: It is Wayne State's policy to respect the faith and religious obligations of students, faculty and staff. Students with exams or classes that conflict with their religious observances should notify me well in advance so that we can work out a mutually agreeable alternative. **Any agreement of alternatives must be documented by me and you via an email that: 1) details the assignment(s) that conflicts with the listed**

religious observance(s); 2) in what format that the assignment will be accepted (email, upload to Canvas, record speech); 3) New due date; 4) Instructor notes that they approve of the changes and the student notes that s/he understands the terms of the agreement.

University Activities: If you are a student athlete, you must provide a letter from your coach or the WSU faculty or staff member in charge of the activity, along with dates of travel, by the second week of class. If an assignment due date coincides with an activity or travel dates for that activity, it is your responsibility to contact me at least 1 (one) week prior to discuss how and when the assignment should be completed. You should expect to submit the assignment prior to departing for the activity – not when you return.

The W Food Pantry & Wardrobe offers supplemental food and clothing for enrolled students in need of assistance. Information may be found at <https://thew.wayne.edu>.

Wayne State Counseling and Psychological Services (CAPS) envisions a “community where no mental health need goes unmet and all students reach their highest personal and academic potential.” Services are confidential and free of charge. Should you feel that you would benefit from CAPS offerings, please consider making an appointment at <https://caps.wayne.edu/> or by calling (313) 577-3398 on Monday-Friday between 8:30am-5:00pm, or (313) 577-9982 after hours.

NOTE: This syllabus is subject to revision as deemed necessary by the instructor. Appropriate notice shall be given to the students. I reserve the right to add, delete, or alter any assignments.

Course Calendar

Week	Date	Topic	Assignments/Homework Due
1	WEDNESDAY 8/31	Course overview Ch. 1 Establishing a Framework for Business Communication	Due Sunday, Sept. 3: Intro Questionnaire (on Canvas)
2	WEDNESDAY 9/6	Ch. 13. Preparing Résumés and Application Messages Ch. 14. Interviewing for a Job and Preparing Employment <i>Quiz 1 available on Canvas</i>	Due Sunday, Sept. 10: Quiz 1 (Ch. 1, 13, 14) <i>*Prep notes for Introduction Speeches*</i>
3	WEDNESDAY 9/13	Ch. 3. Planning and Decision Making Ch. 4. Preparing Written Messages Introduction speeches in class	Due Tuesday, September 12: Position Description, Intro Speech Outline/Notes Due Sunday, Sept. 17: Introduction Speech Self-Assessment
4	WEDNESDAY 9/20	Ch. 2. Focusing on Interpersonal Communication Ch. 5. Electronic and Written Messages <i>Case Study individual assignments</i> <i>Quiz 2 available on Canvas</i>	Due Tuesday, Sept. 19: Targeted Resume, Cover Letter Due Sunday, Sept. 24: Quiz 2 (Ch. 2, 3, 4, 5)
5	WEDNESDAY 9/27	Ch. 6. Delivering Good & Neutral-News Messages Ch. 7. Delivering Bad-News Messages Ch. 8. Delivering Persuasive Messages	Due Sunday, Oct. 1: Individual Case Study Analysis
6	WEDNESDAY 10/04	Ch. 9. Understanding the Report Process and Research Methods Ch. 10. Managing Data and Using Graphics <i>Team assignments</i> <i>In-class research workshop</i>	Due Sunday, Oct. 8: Quiz 3 (Ch. 6, 7, 8)

Week	Date	Topic	Assignments/Homework Due
		<i>Quiz 3 available on Canvas</i>	
7	WEDNESDAY 10/11	<i>Guest speakers: Crisis Communication</i>	
8	WEDNESDAY 10/18	Ch. 11. Organizing and Preparing Reports and Proposals Ch. 12. Designing and Delivering Business Presentations <i>Work on Team Case Study Analysis in class</i> <i>Quiz 4 available on Canvas (Fri. 10/20)</i>	Due Sunday, Oct. 22: Team Case Study Analysis
9	WEDNESDAY 10/25	Introduce Global, Cultural, and Diversity (GCD) Impact in the Workplace assignments <i>Guest speaker: Experiences with Globalization in Business</i>	Due Tuesday, Oct. 24: Quiz 4 (Ch. 9, 10, 11, 12) Due Sunday, Oct. 29: Team Presentation Topics
10	WEDNESDAY 11/1	Introduce Management Briefing assignment <i>In-class GCD workshop</i>	
11	WEDNESDAY 11/8	Team presentations	Due Tuesday, Nov. 7: Team Presentation Slide Decks Due Sunday, Nov. 12: Executive Summary, Team Evaluations
12	WEDNESDAY 11/15	NCA Conference for Nina – Asynchronous Class <i>Management Briefing workshop (Canvas)</i>	Due Tuesday, Nov. 14: Management Briefing Topics
13	WEDNESDAY 11/22	Holiday – No Class	
14	WEDNESDAY 11/29	Management briefing presentations – Week 1	Slide deck due by 12:00 noon the day you present
15	WEDNESDAY 12/6	Management briefing presentations – Week 2	Slide deck due by 12:00 noon the day you present Due Sunday, Dec. 10: Management Briefing report
Finals Week	WEDNESDAY 12/13	No Class – Finals Week Begins	

This calendar is subject to change as deemed necessary by the instructor