BA 324 Business Communication Spring 2014
Master Syllabus
Applies to All BA 324 Sections

MWF, 3:00 pm - 3:50 pm, 02180, CBA 4.322
MWF, 4:00 pm - 4:50 pm, 02190, CBA 4.322

Instructor: MARY ANNE TAYLOR
Email: mataylor128@gmail.com, (best form of communication)

Office: GSB 4.126 (C)  Office Hours: MWF 1:30-2:30 p.m.

Prerequisites
Required classes: English 603A, Rhetoric and Writing 306, 306Q, 309K, or Tutorial Course 603A, and credit or registration for BA 101H (or 102H), 101S, or 101T

Expected skills: Basic writing skills, including grammar and mechanics
Computer skills, including the ability to create PowerPoint presentations, communicate via email, and use the Internet

Primary Textbook
The primary required textbook for all BA 324 sections is Business Communication: Process & Product, 7th edition, by Mary Ellen Guffey and Dana Loewy. Individual lecturers may require additional texts and/or reading packets. The textbook is available in two versions: bound and loose leaf.

For my class, you will only need to purchase the Guffey 7th edition. I recommend you purchase Billy Earnest’s Save our Slides for reference on visual and presentation aides.

Mission Statement
The mission of BA 324 is to provide McCombs School of Business undergraduates with a conceptual framework and specific tools for communicating in complex environments and accomplishing strategic academic and professional business goals. This core course provides writing, oral, and collaborative skills necessary for future business courses, internships, and professional positions.

Course Objectives: Preparing Students for Business Environments
BA 324 focuses on writing, speaking, and interpersonal communication. Although differences in instructors’ presentation styles are a natural and valuable part of a multi-section course, all sections of BA 324 have the same objectives. These objectives specify that business students, at the conclusion of the course, should be able to

- Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages
- Conduct research that includes the use of electronic library resources and the Internet; use the results of that research to complete written and oral reports
- Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations
- Provide feedback, accept feedback, and use feedback to improve communication skills
- Write business documents that are grammatically correct and use appropriate business style
- Develop effective interpersonal communication skills
- Use communication technology appropriately and effectively

### Core Communication Skills and Required Assignments

BA 324 focuses on a core set of communication skills and requires assignments that support students in their learning of these skills. Students can expect to work on this core set of skills in all sections of BA 324, although individual sections may add or substitute specific assignments that teach the same skills and fulfill the same course objectives. These communication skills and the types of assignments that teach those skills are described below.

**Written Communication:** Students write letters, memos, proposals, formal and informal reports, work plans, and progress reports.

**Oral Communication:** Oral presentations from 2-30 minutes long address informative, persuasive, and extemporaneous methods of delivery. Some oral presentations require the use of visual aids such as handouts, overhead transparencies, and presentation software such as PowerPoint.

**Time Management:** Assignments are varied, integrated, and overlapping, and students must focus on multiple issues, projects, and demands. Students must, therefore, take responsibility for planning and pacing their own work as well as developing time management skills.

**Project Development:** Groups of approximately four to six students develop projects, complete research, schedule meetings, write team papers and reports, and deliver a 20-30 minute oral presentation using visual aids. These projects build on and use the skills developed in other class assignments.

**Evaluation/feedback:** Assignments that require students to learn and develop evaluation and feedback skills are included throughout the course. These assignments may involve editing one’s own writing and doing self-critiques, self-evaluations, or analyses of one’s own presentations, interpersonal communication, and other class activities. These assignments may also involve peer-editing as well as providing evaluations and critiques of the work of other class members.

**Group Management:** Students work on group projects to practice interpersonal skills by communicating with group members, other groups, and peers outside the group.

**Meeting Management:** As part of the projects, groups meet on a regular basis, develop meeting goals, make agendas, facilitate meetings, provide feedback, and submit meeting summaries.
Grading, Key Content Areas, and Required Assignments

Grades in BA 324 are based on a student’s work in three key content areas. These content areas reflect the mission of the course, the course objectives, and the core communication skills that students are expected to learn. Each of these content areas represents a fixed percentage of the course’s content. In two of these areas, there is a minimum number of specific assignments required for all sections of the course. Students should review the required assignments for their particular BA 324 section.

Three key content areas for BA 324:

Written Communication (50%)

Including a minimum of

- Eight 1- to 3-page assignments or exercises (e.g., memos, emails, letters, blogs, summaries, etc.).
- One business research report or proposal
- Agendas, work plans, PowerPoint slides, outlines, etc.

Oral Communication (35%)

Including a minimum of

- One group research presentation
- One interpersonal assignment

Professional Development (15%)

Including

- Exams (essay or multiple choice), quizzes, and worksheets
- Class participation
- Professional conduct
- Other assignments (written or oral) requiring analysis and integration of course concepts

BA 324: Writing Flag Designation (Substantial Writing Component Course)

Courses that carry a writing flag are intended to offer students significant opportunities to hone their writing skills as they progress through their core curricula and major coursework.

A writing flag course fulfills the following criteria:

- Requires students to write regularly—several times during the semester—and to complete writing projects that are substantial. It is only through the practice of writing that students learn to improve their writing.
- Is structured around the principle that good writing requires rewriting. Students must receive meaningful feedback from the instructor (or teaching assistant) so they can improve successive drafts.
Includes writing assignments that constitute at least one-third of the final grade in the course. These assignments must be graded on writing quality as well as content.

Provides an opportunity for students to read each other’s work and offer constructive criticism. Careful reading and analysis of the writing of others is a valuable part of the learning process.

Written assignments comprise 50% of the grade for this course. Of that 50%, half of the grade is based on the quality of your writing, and the other half is based on evidence of your understanding of the material and fulfillment of other criteria.

**Revision/Rewrite Policy**

One writing project, chosen at the instructor’s discretion, will involve revision. “Rewriting” goes beyond the correction of grammar, mechanics, and usage. It typically involves the re-thinking of major arguments, organizational elements, perspectives, or stylistic choices in the project.

**Instructor Communications**

Instructors use mass email functions (e.g., Blackboard) to communicate with students. Students are responsible for checking their university email accounts regularly. Emails from instructors contain important information about the course.

Although I will most likely respond before, there is a standard 24 hour response rate on business days, and 48 hour response on weekends. If I have not responded in that window, it is likely that your email was lost or did not make it through gmail filters. At that time, please try communicating again.

**Attendance /Punctuality Policy**

Since BA 324 teaches both conceptual knowledge and skills, daily attendance and active participation in the class are required. Students should view class attendance as they would work attendance and communicate to their peers and instructor in an appropriate manner.

If your absences exceed three days for a MWF course, your final grade is impacted by a minimum of a 1% deduction of your final grade per absence. Instructors reserve the right to fail students whose absences exceed eight MWF classes. Three late arrivals constitute one absence.

A student who arrives 20 or more minutes after the beginning of class will be considered absent.
Students with personal or family emergencies should register their situation with UT’s Student Emergency Services (SES) by calling 512-471-5017. Requests for assignment extensions, modifications, or emergency leaves must be approved by SES.

Please review carefully the additional attendance requirements specified by your instructor.

**Grading Policy for All BA 324 and BA 324H Sections**

The following plus/minus scale will be used to determine final course grades in all BA 324 and BA 324H sections:

- **A** 93 and above
- **A-** 90-92.9
- **B+** 87-89.9
- **B** 83-86.9
- **B-** 80-82.9
- **C+** 77-79.9
- **C** 73-76.9
- **C-** 70-72.9
- **D+** 67-69.9
- **D** 63-66.9
- **D-** 60-62.9
- **F** 59.9 and below

**University Policies Relevant to BA 324 Students**

**Academic Integrity (Please read very carefully)**

The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business, available online at [http://www.mccombs.utexas.edu/udean/Scholastic_Responsibility.asp](http://www.mccombs.utexas.edu/udean/Scholastic_Responsibility.asp)
One of the provisions of this statement reads as follows:

“The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By teaching this course, I have agreed to observe all of the faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification. Policy on Scholastic Dishonesty: Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website (http://deanofstudents.utexas.edu/sjs/) or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.”

BA 324 instructors will follow and enforce the provisions of the Policy Statement on Scholastic Dishonesty for the McCombs School of Business. You are responsible for reading, understanding and following the Policy Statement on Scholastic Dishonesty for the McCombs School of Business and the policies and procedures on scholastic dishonesty on the Student Judicial Services website. Included in these responsibilities is the responsibility for understanding what actions constitute scholastic dishonesty.

You may not use any resources, including, but not limited to books, computers, databases, etc. for out-of-class assignments if using such resources constitutes one or more acts of scholastic dishonesty, as defined in the General Information Catalog or as described in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By way of example and not by limitation, you may not consult or submit work (in whole or in part) that has been completed by other students in this or previous years for the same or substantially the same assignment.

Students should be aware that all required writing assignments may be submitted through a software program called SafeAssign on Blackboard. The software is designed
to help faculty and students organize and improve the writing process by encouraging original submissions and proper citation practices.

Class Websites and Student Privacy
Password-protected class sites are available for all accredited courses taught at the university. Syllabi, handouts, assignments, and other resources are types of information that may be available within these sites. Site activities may include exchanging emails, engaging in class discussions and chats, and exchanging files. In addition, class email rosters may be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For more information go to http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html

Services for Students with Disabilities
The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY.

Religious Holidays
A student who is absent from a class or examination for the observance of a religious holy day may complete the work missed within a reasonable time after the absence, if proper notice has been given. Review this policy at http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#religion

Campus Safety
Please note the following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, http://www.utexas.edu/safety/:
• Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
• Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
• Students requiring assistance in evacuation should inform their instructor in writing during the first week of class.
• In the event of an evacuation, follow the instruction of faculty or class instructors.
• Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
• Behavior Concerns Advice Line (BCAL): 512-232-5050

Further information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Poor</th>
<th>Satisfactory</th>
<th>Strong</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organization</strong></td>
<td>Writing is not concise and tends to ramble; lack of direction interferes with audience understanding; lacks clear topic sentences</td>
<td>Focus and direction of writing are acceptable and do not interfere with audience understanding; minor errors in cohesion</td>
<td>Writing is concise and clear; information is easy to understand; focus and direction of writing are obvious to audience</td>
</tr>
<tr>
<td><strong>Introduction &amp; Conclusion</strong></td>
<td>Main idea or purpose is not established in the appropriate paragraph; conclusion does not include contact information, end date, goodwill, or future relationship</td>
<td>Main idea or purpose is established in the appropriate paragraph; conclusion is satisfactory but lacks at least one important statement</td>
<td>Introduction not only establishes main idea or purpose as appropriate, but also has an interesting hook; conclusion includes every necessary action or statement</td>
</tr>
<tr>
<td><strong>Punctuation and Spelling</strong></td>
<td>Writing contains numerous and/or significant errors which distract from the message</td>
<td>Writing contains occasional errors, which do not distract from the message</td>
<td>Writing is nearly error free with no item that distracts from the message</td>
</tr>
<tr>
<td><strong>Sentence Structure and Transitions</strong></td>
<td>Sentence structure lacks readability and/or is awkward; connections between topics, ideas, or arguments lack clear transition</td>
<td>Most sentences build within paragraphs for readability; a few sentences lack transition</td>
<td>Sentences are clear, well developed, and express concise ideas; transitions create strong readability</td>
</tr>
<tr>
<td><strong>Background and Critical Thinking</strong></td>
<td>Ideas lack support or are expressed with personal views; no original thoughts that show critical thinking</td>
<td>Ideas are supported with occasional citations or class lessons; some individual, original ideas are expressed</td>
<td>Arguments are supported with cited references or relevant facts; strong use of originality is shown throughout the message</td>
</tr>
<tr>
<td><strong>Professional Format &amp; Tone</strong></td>
<td>Document is not professionally formatted; tone and language are inappropriate</td>
<td>Document follows most of the traditional format guidelines but has at least one distracting error; tone and language use are fair</td>
<td>Professional format style is obvious; all aspects of the tone and language lend to audience’s verbal and non-verbal understanding</td>
</tr>
</tbody>
</table>

*Adapted from the (AACSB) Assessment Writing Rubric*
Oral Presentation Criteria

Criteria for Grading Speeches*
To receive a C on your speeches, you must meet the following standards:
1. The speech must be original.
2. The type of speech presented must be appropriate to the assignment.
3. The topic must be appropriate for the audience and sufficiently focused.
4. The speech must fit the time requirements of the assignment.
5. The speech must be presented on the day assigned.
6. Main ideas must be supported with facts and figures, testimony, examples, or narratives.
7. The speech must have a clear sense of purpose.
8. The speech must have a clearly identifiable and appropriate organization.
9. The speech must be presented extemporaneously.
10. The speech must satisfy any specific requirements of the assignment, such as number of references, formal outline, or use of visual aids.
11. The speaker must use language correctly.

To receive a B on your speech, you must meet the following standards:
1. Satisfy all requirements for a C speech.
2. Select a challenging topic and adapt it appropriately to your audience.
3. Reflect a greater depth of research
4. Clearly identify sources of information and ideas.
5. Create and sustain attention throughout the speech.
6. Make effective use of transitions, previews, and summaries.
7. Use good oral style.
8. Present the speech with poise.

To receive an A on your speech, you must meet the following standards:
1. Satisfy all requirements for a B speech.
2. Demonstrate imagination and creativity in topic selection and development.
3. Develop and sustain strong bonds of identification among the speaker, audience, and topic.
4. Consistently adapt information and supporting material to the experiential world of your audience.
5. Reflect an even greater depth of research (Refer to your assignment sheet for each presentation)
6. Demonstrate artful use of language and stylistic techniques.
7. Make a polished presentation that artfully integrates verbal and nonverbal communication skills.

A D speech does not meet one or more of the standards for a C speech or:
1. Is obviously unrehearsed.
2. Is based entirely on biased information or unsupported opinions.

An F speech does not meet three or more of the standards for a C speech, reflects either of the problems associated with a D speech, or:
1. Uses fabricated supporting material.
2. Deliberately distorts evidence.
3. Is plagiarized.


These same criteria will apply to all oral presentations in this course.
INSTRUCTIONS FOR INSTRUCTOR TAYLOR’S SECTIONS

Class policies

- Laptops are allowed (unless they become a distraction).
- Cell Phones are strictly forbidden and should be kept silent, dark and put away (use of a cell phone will directly affect your grade in this course).
- Turn in neat, polished work. All assignments completed outside of class must be typed.
- Proofread your work. Word-processing functions (spell check and grammar check) will often let you down. Although you will be submitting most work through Blackboard, proofreading a printout is the most effective way to catch mistakes.
- Meet deadlines. Electronic submissions are due before class through blackboard, and hard copies of assignments are due the minute the class starts on the scheduled completion date. Equipment failure is not an acceptable excuse for late work.
- Violating submission instructions may result in a reduced grade for that assignment.
- Submitting late work: **This is unacceptable.** To maintain consistency with all other BA 324 courses, I will deduct an automatic **20% deduction** on any late work submitted. This means if you submit an assignment five minutes after it is due, I will deduct 20% automatically and then grade the assignment.
- Teamwork is a core component of this class. Fulfilling your responsibilities to your team is critical to your final course grade. Serious negligence in this area can result in a significant reduction in your final grade.
- **Academic integrity is required.** You must observe all the responsibilities described in the UT Policies for Academic Integrity. Avoiding plagiarism is a key tenet of academic integrity.

**GRADES:** If you have questions about your grade on an assignment, please see me within 5 business days of receiving the grade (day 1 is the day the assignment is returned). After 5 days, a graded assignment is not eligible for review. Graded assignments submitted for review may be re-graded in their entirety.

- The final grade assigned in the course is an informed and final evaluation and is not open for discussion or negotiation. Any lobbying efforts (e.g., asking for a higher grade because you want one, need one, etc.) does not demonstrate an audience-centered approach to communication and will not be successful. No additional assignments or extra credit are offered to individual students. To make your desired grade in this course, you must produce work that is high quality and technically clean to earn the points tied to the grade-level standards indicated above.

  - **Please note that grades reflect your outputs and outcomes, not effort nor improvement.**

- If you have questions about a grade or any other aspect of the course, please see me after class or during office hours. If your schedule conflicts with my office hours, I will be glad to schedule additional office time to meet with you.

- Your participation grade is not assumed. It must be earned. Participation includes your attendance, punctuality, participation in class discussions and think-pair-share.
activities, asking questions of your peers during their presentations, and offering constructive criticism to your peer after they speak.

• We will be using APA format for citation. See the Purdue Owl website for assistance: [http://owl.english.purdue.edu/owl/section/2/10/](http://owl.english.purdue.edu/owl/section/2/10/)

### Point Value for Instructor Taylor’s Sections

**Written Communication (50%)**

- One email = 20 points
- Cover letter & Resume (letter 60 pts/resume 20 pts) = 80 points
- Dear Boss Letter = 50 points
- Two Executive Summaries (25 pts each) = 50 points
- Case Challenge Presentation Outline (team) = 25 points
- Case Challenge Presentation Visual Aid (team) = 25 points
- Case Challenge Written Report (team) = 100 points
- One Memo = 100 points
- Peer Performance Evaluation (direct letter form) = 50 points

**Oral Communication (35%)**

- Elevator Speech = 30 points
- Product Sales Pitch (Group) = 30 points
- Case Challenge Presentation (Group) = 100 points
- Informative Extemporaneous Speech (Individual) = 100 points
- Impromptu Presentation (Business/Ethical Scenario) = 30 points
- Impromptu Presentation (Pitch Party) = 30 points

**Professional Development (15%)**

- Two Exams (75 pts each) = 150 points
- Professional Conduct & Class Participation = 30 points

**Total**

= 1000 possible points

The following plus/minus scale will be used to determine final course grades: NO CURVE

**Point breakdown:**

- **A** 93% and above – 930 – 1000
- **A-** 90-92.9% - 900 – 929
- **B+** 87-89.9% – 870 - 899
- **B** 83-86.9% – 830 - 869
- **B-** 80-82.9% - 800 - 829
- **C+** 77-79.9% – 770 - 799
Professional Conduct Grade

The following behaviors will be considered evidence of your professional conduct, and will be evaluated by your peers and your instructor.

- Participation in class and group meetings
- No Cell Phones
- Completion of the two Online Library and Plagiarism tutorials
- Timely notice about absences to peers and instructor via email
- Attention to and courteous behavior toward instructor and peers
- Participation in class discussion and think-pair-share exercises to learn and to contribute to the learning of others
- Completion of assignments and preparation for class
- Courteous and respectful communication to faculty, staff, guest speakers, and peers
- Encouragement of others by asking questions, by allowing others to complete their ideas, and by responding to what others have said
- Use of supportive feedback and constructive criticism
- Respect for diversity of others
- Contributions of information and ideas that add to the value of the class
- Behavior consistent with that expected in any business meeting or business environment (i.e. on time, stay until end, prepared, accept and give constructive feedback)

Scholastic Dishonesty

Scholastic dishonesty as defined by university standards will not be tolerated. Students found to engage in scholastic dishonesty, including plagiarism and unauthorized collaboration, will be referred to the Office of the Dean of Students for disciplinary action. An 'F' in the course will be the recommended penalty in most cases of scholastic dishonesty. See <http://www.mccombs.utexas.edu/udean/Scholastic_Responsibility.asp> and <http://deanofstudents.utexas.edu/sjs/scholdis.php> for more information.
## TENTATIVE COURSE SCHEDULE SPRING 2014*

<table>
<thead>
<tr>
<th>DATE</th>
<th>IN-CLASS</th>
<th>ASSIGNMENT DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 1/13</td>
<td>Introduction to Course; Instructor Expectations; Meet Classmates</td>
<td></td>
</tr>
<tr>
<td>W 1/15</td>
<td>Discussion: Questions about course, syllabus Lecture: What is Business Communication?</td>
<td>Guffey: Chapter 1</td>
</tr>
<tr>
<td>F 1/17</td>
<td>Lecture: Ethics and Ethical Communication</td>
<td></td>
</tr>
<tr>
<td>M 1/20</td>
<td><strong>MLK Holiday: No Class</strong></td>
<td></td>
</tr>
<tr>
<td>W 1/22</td>
<td>Lecture: Electronic message and digital media; Managing online presence; Introduce email assignment</td>
<td>Guffey: Chapter 2</td>
</tr>
<tr>
<td>F 1/24</td>
<td>Lecture: The Elevator Pitch; Verbal and NonVerbal Delivery; Introduce the Elevator Assignment</td>
<td></td>
</tr>
<tr>
<td>M 1/27</td>
<td>In class Elevator Pitches</td>
<td>Email Assignment Due on blackboard</td>
</tr>
<tr>
<td>W 1/29</td>
<td>Lecture: The writing process; Introduction to Academic Research</td>
<td>Guffey: Chapters 4-6</td>
</tr>
<tr>
<td>F 1/31</td>
<td>Lecture: The writing process; Introduction to Executive Summaries and Memos; Introduce Executive Summary (1) Assignment</td>
<td>Must complete a library tutorial, take a screen shot and upload into blackboard assignment tab (PD: 10 points)</td>
</tr>
<tr>
<td>M 2/3</td>
<td>Lecture: How to outline and organize effective presentations; Discuss and Assign Informative Assignment</td>
<td></td>
</tr>
<tr>
<td>W 2/5</td>
<td>Lecture and Discuss Informative Assignment Assign Executive Summary (2) and Revision</td>
<td>Guffey: Chapter 10 Executive Summary (1) Due in blackboard</td>
</tr>
<tr>
<td>F 2/7</td>
<td>Deliver Informative Presentations</td>
<td></td>
</tr>
<tr>
<td>M 2/10</td>
<td>Deliver Informative Presentations</td>
<td></td>
</tr>
<tr>
<td>W 2/12</td>
<td>Finish Informative Presentations Review Exam 1</td>
<td>Executive Summary (2)-Revision-Due in blackboard</td>
</tr>
<tr>
<td>F 2/14</td>
<td><strong>EXAM 1 (75 points)</strong></td>
<td></td>
</tr>
<tr>
<td>M 2/17</td>
<td>Lecture: Persuasion and Sales Messages; Differentiate Informative vs. Persuasion;</td>
<td></td>
</tr>
<tr>
<td>W 2/19</td>
<td>Lecture: Non-Verbal Communication Introduce Product Sales Pitch (group)</td>
<td>Guffey: Chapter 2</td>
</tr>
<tr>
<td>F 2/21</td>
<td>Lecture: Intercultural Communication; Group Work Time on Product Sales Pitch</td>
<td></td>
</tr>
<tr>
<td>M 2/24</td>
<td>Deliver Product Sales Pitch</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Notes</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>W 2/26</td>
<td>Deliver Product Sales Pitch</td>
<td>In Class Peer Review (submit in Blackboard)</td>
</tr>
<tr>
<td>F 2/28</td>
<td>Lecture: How to organize, outline and give impromptu speeches;</td>
<td>Assign and discuss Dear Boss Letter.</td>
</tr>
<tr>
<td></td>
<td>Assign and discuss Dear Boss Letter.</td>
<td></td>
</tr>
<tr>
<td>M 3/3</td>
<td>Impromptu Presentations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Ethical/Business Scenario)</td>
<td></td>
</tr>
<tr>
<td>W 3/5</td>
<td>Finish: Impromptu Presentations (Ethical/Business Scenario)</td>
<td>Dear Boss Letter: <strong>Due</strong> on Blackboard</td>
</tr>
<tr>
<td></td>
<td>Discuss Cover Letter and Resume Assignment</td>
<td></td>
</tr>
<tr>
<td>F 3/7</td>
<td>Lecture: The Job Market and Job Search;</td>
<td>Guffey: Chapter 13</td>
</tr>
<tr>
<td></td>
<td>Discuss Resume and Cover Letters;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assign Resume/Cover Letter Assignment</td>
<td></td>
</tr>
<tr>
<td>M 3/10</td>
<td><strong>Spring Break: No Class</strong></td>
<td></td>
</tr>
<tr>
<td>W 3/12</td>
<td><strong>Spring Break: No Class</strong></td>
<td></td>
</tr>
<tr>
<td>F 3/14</td>
<td><strong>Spring Break: No Class</strong></td>
<td></td>
</tr>
<tr>
<td>M 3/17</td>
<td>In Class Peer Review Required</td>
<td>Resume and Cover Letter Due (Hard Copy and Blackboard Submission)</td>
</tr>
<tr>
<td>W 3/19</td>
<td>Lecture: Interviewing</td>
<td>Guffey: Chapter 16</td>
</tr>
<tr>
<td>F 3/21</td>
<td>Lecture: Interviewing</td>
<td>Come with prepared questions</td>
</tr>
<tr>
<td></td>
<td>In class Mock Interview practice</td>
<td></td>
</tr>
<tr>
<td>M 3/24</td>
<td>Lecture: Networking;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduce (Pitch Party) Impromptu Assignment</td>
<td></td>
</tr>
<tr>
<td>W 3/26</td>
<td>Impromptu Presentations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Pitch Party)</td>
<td></td>
</tr>
<tr>
<td>F 3/28</td>
<td>Impromptu Presentations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Pitch Party)</td>
<td></td>
</tr>
<tr>
<td>M 3/31</td>
<td>Lecture: Group and Team Communication;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Audience Analysis in Presentation</td>
<td></td>
</tr>
<tr>
<td>W 4/2</td>
<td>Introduce Case Challenge Assignment</td>
<td></td>
</tr>
<tr>
<td>F 4/4</td>
<td>Introduce Case Content;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assign Teams;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Distribute Cases</td>
<td></td>
</tr>
<tr>
<td>M 4/7</td>
<td>Case Challenge Requirements and Team Time</td>
<td></td>
</tr>
<tr>
<td>W 4/9</td>
<td>Visual Aid and Citing Visual Aids</td>
<td></td>
</tr>
<tr>
<td>F 4/11</td>
<td>Reports and Proposals;</td>
<td>Guffey Chapters 11/12</td>
</tr>
<tr>
<td></td>
<td>Introduce memo assignment.</td>
<td></td>
</tr>
<tr>
<td>M 4/14</td>
<td>Reports and Proposals;</td>
<td>Guffey Chapters 11/12</td>
</tr>
<tr>
<td></td>
<td>Memo Writing.</td>
<td></td>
</tr>
<tr>
<td>W 4/16</td>
<td>Discuss Case Challenge Presentation</td>
<td>Recommendation Memo Due</td>
</tr>
<tr>
<td></td>
<td>In class Team Work Time</td>
<td></td>
</tr>
<tr>
<td>F 4/18</td>
<td><strong>Team Work Day</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Meet with your Case Teams;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Formulate questions, brainstorm, Composition</td>
<td></td>
</tr>
<tr>
<td>M 4/21</td>
<td>Discuss Case Challenge Presentations;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Course Instructor Survey</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event/Assignment</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>W 4/23</td>
<td>Discuss Case Challenge Presentations; Exam Review/and your questions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>All Hard Copy Case Reports are <strong>Due</strong></td>
<td></td>
</tr>
<tr>
<td>F 4/25</td>
<td>Case Presentation Day 1</td>
<td></td>
</tr>
<tr>
<td>M 4/28</td>
<td>Case Presentation Day 2</td>
<td></td>
</tr>
<tr>
<td>W 4/30</td>
<td>Case Presentation Day 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Peer Performance Evaluation Letters are <strong>due</strong> (Blackboard will open on 4/25)</td>
<td></td>
</tr>
<tr>
<td>F 5/2</td>
<td><strong>Exam 2 (Non-Cumulative: 75 points)</strong></td>
<td></td>
</tr>
</tbody>
</table>

* **Dates and Assignments are subject to change given our class needs**

**Readings:** There is one (1) **required** text for this course.
* Supplemental Reading: *Business Communication, 2nd Edition.* *William Earnest’s Save Our Slides, 2nd Edition*