Syllabus

Course: **CMST 3050—Technical and Professional Communication; Fall, 2013; Sect. 1**
Course Times: **Wed. 4:30-7:00 p.m.**
Course Room: **Main 119**

Instructor: **Preston Parker, Ph.D.**
Email: **preston.parker@usu.edu**
Office: **Eccles Conference Center 108F**
Office Hours: **by appointment**
Google Voice (cell): **661-pparker (772-7537)**

Prerequisites:

2.5 overall GPA and Permission of Instructor

Course Objectives:

This course is designed to give students experience in learning and applying the fundamental knowledge and skills needed for effective technical and professional communication. This includes areas like business writing, interviews, social media, presentations, proposals, and personal portfolio items. We will combine in-class discussions with readings and assignments. This is meant to be a very hands-on experience learning the tools and platforms of social media, so come to class with your devices ready to practice.

"I have a spelling checker;
It came with my PC.
It plainly marks four my revue
Miss steaks eye can not sea.
I've run this poem threw it.
I'm shore your pleased too no
Its letter perfect inn it's weigh.
My checker tolled me sew."

Reading Materials:

Handouts: Selected readings handed out in class by the instructor.
Online: Selected readings chosen by the students.
Some suggested places to start are:

http://www.esf.edu/fnrm/documents/FNRM_Communications_Handbook2008.pdf
http://writingcommons.org/open-text
http://en.wikibooks.org/wiki/Professional_and_Technical_Writing/Table_of_Contents
http://libraryasp.tamu.edu/tds/int/Newsletters/Online_Newsletters/v18n2/Communications.htm
http://en.wikipedia.org/wiki/Professional_communication

Expectations:

Readings:

It is expected that students will come to class prepared by having completed assigned readings. The fact that a student is or is not completing the readings will be evident in classroom participation and in the quality of assigned work.

Blogs:

Each student will establish a professional Blog. Students should post their Blog address in the Blog List location in the Facebook Group (see below) before the second day of class. If a new professional Blog needs to be established, it is recommended to use www.blogger.com or www.wordpress.com or www.tumblr.com (though you can use another format if you desire).

If you have a blog already, you can use it, even if you are using it for another class. It is preferable to use a name for a blog that is some amalgam or diminutive of your real name, first and last, (so something like: janedoe) not some code name (so, not something like: princessboy).

Nowadays, every professional needs a web presence and a Blog is a great place to start. Some students may even be "discovered" because of what is posted on their professional Blogs. Students should not mention that they are making a post for a class. Instead they should simply post assignments as if they are any other professional post. In fact, students are welcome to make professional posts to their professional Blog, other than CMST 3050 assignments. And you might link from your online portfolio to your professional blog.

It is recommended to type an assignment in a word processing program (saving regularly and often) and to copy and paste it into the Blog. A time and date stamp will then be automatically applied which will establish when it was posted. **The subject/title/slug of this Blog entry should be the assignment name (in bold on the calendar) to make it easier to find (ex: "Letter to Cousin").**

Blog Comments:

Each student is expected to read at least two of their classmates' assignments and post one comment to each Blog entry that was read. These comments are to be posted outside of class time. They are also required to be posted by 11:59 p.m. the day after the submission of the respective assignment. When posting a Blog comment, students should use their real names when possible, not a username or codename.

These comments can be about anything really, i.e. the quality of writing, a critique, corrections, additional ideas, comment on an earlier comment, links to other online articles, etc. Experience has shown that the more thoughtful comments made are, the more likely a student will learn and understand the course material (and, hence, earn a better grade in the course).

The idea in making Blog comments is to enable students to take advantage of Social

Learning. Each student can learn from one another. This course encourages students to help each other learn. The instructor would be ecstatic if everyone were to individually earn high marks, especially if from learning together.

Facebook Group:

Class organization, including communication, assignments, and syllabus, will be handled in a Facebook Group (https://www.facebook.com/groups/CMST3050Fall2013/). All students should request to join this group, then add their blog info to the Blog List doc. Remember, this group is public, so anyone can review anything.

Cheating:

Simply put, do not do it. You know what it is. The benefits do not out-weigh the costs.

Disabilities

If you have a disability, please have it documented at the Disability Resource Center and the instructor will accommodate you as best possible.

Grading Expectations

Each assignment will be graded on *Grammar, Spelling, and Punctuation (mechanics of communicating)*; *Presentation* (quality of communicating); and *Reporting* (how well course content is understood, how well information is gathered and relayed, proper length, and assignment requirements met). Each of these categories will be worth approximately 1/3 of the assignment grade.

Grade Records:

All grades will be posted under Grades in Canvas: https://online.usu.edu

Grading:

Blog Comments (BC)	70 points (14x5 points)
Letter to Cousin Assignment [BC]	30 points
Business Letter Assignment	50 points
Proposal (Team) [BC]	50 points
Technology Assignment [BC]	40 points
Infographic (Team) Assignment [BC]	60 points
Press Release (Team) Assignment	30 points
Social Media Case [BC]	40 points
Interview	60 points
Vanity Search Assignment	30 points
LinkedIn Profile Assignment	60 points
Online Reputation Assignment [BC]	50 points
Team Member Evaluations	100 points
Presentation (Team) [BC]	160 points
Portfolio	<u>170 points</u>
Total:	1000 points

Extra Credit:

1. Attend a Social Media Club of Cache Valley meeting and write a one-page reflection paper. — 25 points possible
2. Attend a second Social Media Club of Cache Valley meeting and write a one-page reflection paper. — 25 points possible
3. — Other accepted assignments ? points possible

Grade Breakdown:

A	925-1000 points	C	735-764 points
A-	895-924 points	C-	695-734 points
B+	865-894 points	D+	665-694 points
B	835-864 points	D	635-664 points
B-	795-834 points	D-	595-634 points

C+   765-794 points   F   Below 595 points

Semester Calendar (Subject to Change):

Day, Date:	Plans:	Readings and Assignment Deadlines:
Wed., Aug. 28	Intros, Syllabus, Blog List, Facebook Group, Style, Business Letters	
Wed., Sept. 4	Business Letters	Blog Address Posted, Letter to Cousin Assignment Due, Initial Business Letter Assignment Due
Wed., Sept. 11	Legal Discussion, Intellectual Property	Response Business Letter Assignment Due
Wed., Sept. 18	Cover Letters, Resumes, Reputation Management	
Wed., Sept. 25	Electronic Media, Social Media, Infographics	
Wed., Oct. 2	Proposals, Divide into teams	Social Media Case Due
Wed., Oct. 9	Press Releases	
Wed., Oct. 16	Presentations	
Wed., Oct. 23	Portfolios	
Wed., Oct. 30	No Class (Instructor Attending AECT Conference)	
Wed., Nov. 6	Interviews	
Wed., Nov. 13	Interviews with Instructor, Team Work Day	
Wed., Nov. 20	Interviews with Instructor, Team Work Day	Press Release Assignment Due
Wed., Nov. 27	No Class (Thanksgiving Break)	
Wed., Dec. 4	Team Presentations and Technology Discussion	Team Presentations (in class), Technology Assignment Due
Mon., Dec. 9	Final: by 5 p.m. handed into instructor	Portfolio Due, All Extra Credit Due