I. Course Description:

Rationale, design, delivery and evaluation of professional presentations for diverse audiences, instructional interaction, and product promotion.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):

Faculty, staff, alumni and students of Stephen F. Austin State University believe in doing things “The SFA Way”, by expecting the best from ourselves and from each other. We hold each other accountable when we fail to maintain these standards. Five “root principles” upon which the SFA Way are grounded, and that the members of the SFA community use to strive for personal excellence in all that we do are: respect, caring, responsibility, unity, and integrity. More information about these principles can be found at http://www.sfasu.edu/universityaffairs/182.asp

The learning outcomes of this course support the University Vision to be a “high quality, student-focused, comprehensive university whose graduates are productive citizens and successful leaders” and the University Mission to “provide students a foundation for success, a passion for learning and a commitment to responsible global citizenship”. Understanding the global nature of the fashion industry is particularly important for professionals in fashion merchandising to develop commitment to responsible global citizenship.

The program and student learning outcomes of this course support the James I. Perkins College of Education (PCOE) Vision, Mission, Goals and Core Values to “prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development”. The PCOE values and goals are: 1) Academic excellence through critical, reflective, and creative thinking; 2) Lifelong learning; 3) Collaboration and shared decision-making; 4) Openness to new ideas, to culturally diverse people, and to innovation and change; 5) Integrity, diligence, and ethical behavior, and; 6) Service that enriches the community.

Program Learning Outcomes:

PLO #1

The student will display professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) related to the field of Human Sciences
PLO #2

The student will exhibit the professional behavior, strong communication skills, a professional image, a good work ethic and adequate preparation for employment in her/her specific discipline) expected in the field of Human Sciences.

1. Demonstrate knowledge of tools, equipment, and supplies used in human sciences and related occupations
2. Research standards for professional oral and written communication as related to human sciences content and delivery systems
3. “This is a general education core curriculum course and no specific program learning outcomes for this major are addressed in this course.”

Student Learning Outcomes:

1. The student will demonstrate competence in his/her specific discipline using oral and written forms
2. Assess human sciences delivery systems and their appropriateness for use with various target audiences
3. Research standards for professional oral and written communication as related to human sciences content and delivery systems
4. Apply knowledge gained through academic specialization areas to professional presentations
5. Demonstrate knowledge of tools, equipment, and supplies used in human sciences and related occupations
6. Evaluate professional presentations by identified standard techniques
7. Related skill developed in professional communication and presentation to entrepreneurial opportunities
8. Investigate potential audience for human sciences related content
9. Design and create various forms of communication media related to his/her specific discipline
10. Analyze diverse needs of potential audiences
11. Illustrate what is a digital citizen and digital leader

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

The first assignment is to give thought to one’s field of study and the possible careers to which the student’s degree program could lead and to complete to be shared with classmates and instructor in a brief Student Introduction. The course includes content and links to webpages with additional content to be read. Four quizzes are required for evaluation of learning from the readings. A Social Media Survey will be completed to assess current involvement in communication through social media formats. Students will also research and prepare a Comparative Analysis of 3 social media channels.

Several assignments are designed to provide opportunities for students to create workplace-appropriate communications of human sciences content in traditional, electronic and social media formats related to the student’s specific area of interests including:

- Press release
- Brochure
- PowerPoint Presentation
- Email
- Tweet
- Blogpost
- QR code
All assignments should be typed and presented in a professional manner.

**IV. Evaluation and Assessments (Grading):**

Assignments are due at the determined time and are listed on the course calendar. Late work is not an option and will only be considered with a doctor’s or university excuse (official documentation must accompany assignment when turned in); excused work must be submitted in D2L within 3 days of “returning” to class. Under University policy, students are allowed to make up only two weeks of work with excused absences. Otherwise, aforementioned items will not be accepted. Questions about grading/points should be addressed within 3 days of posting of points.

There are enough assignment and quiz points to GREATLY impact your grade. The grade you receive is the grade you will have earned. **This is a university course and will be graded as such.**

**Grading Requirements**

<table>
<thead>
<tr>
<th>Items</th>
<th>Points</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Student Introduction/Career Discussion Post</td>
<td>10</td>
<td>1.74%</td>
</tr>
<tr>
<td>2. Syllabus and Introductory Materials Quiz</td>
<td>25</td>
<td>4.39%</td>
</tr>
<tr>
<td>3. Social Media Survey</td>
<td>25</td>
<td>4.39%</td>
</tr>
<tr>
<td>4. Quiz Modules 1 and 2</td>
<td>50</td>
<td>8.77%</td>
</tr>
<tr>
<td>5. Press Release Assignment</td>
<td>50</td>
<td>8.77%</td>
</tr>
<tr>
<td>6. Brochure Assignment</td>
<td>50</td>
<td>8.77%</td>
</tr>
<tr>
<td>7. PowerPoint Presentation Assignment</td>
<td>100</td>
<td>17.54%</td>
</tr>
<tr>
<td>8. Email Assignment</td>
<td>20</td>
<td>3.51%</td>
</tr>
<tr>
<td>9. Quiz Modules 3 and 4</td>
<td>50</td>
<td>8.77%</td>
</tr>
<tr>
<td>10. Comparative Analysis of Social Media Assignment</td>
<td>50</td>
<td>8.77%</td>
</tr>
<tr>
<td>11. Twitter ‘tweet’ Assignment</td>
<td>20</td>
<td>3.51%</td>
</tr>
<tr>
<td>12. Blogpost Assignment</td>
<td>30</td>
<td>5.26%</td>
</tr>
<tr>
<td>13. QR Code Assignment</td>
<td>40</td>
<td>7.02%</td>
</tr>
<tr>
<td>14. Quiz Module 5</td>
<td>50</td>
<td>8.77%</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td>570</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

**Grade Distribution**

- A = 513-570 points
- B = 458-512 points
- C = 399-457 points
- D = 342-399 points
- F = 341 or below
C = 400-457 points

**Guidelines for Evaluating Students in the Hospitality Administration Program**

**What is an “A” Student?**

- Consistently goes above and beyond what is required in the experience
- Displays initiative
- Looks up information on own before asking questions of staff
- Contributes meaningfully to the faculty
- ACTS enthusiastic, even if he/she does not feel that way at the time
- Is open to criticism without getting defensive
- Does not like a “know it all”
- Displays maturity
- Is proactive – does not wait to be told to do everything; takes care of things before they become problems.
- Has good verbal and written communication skills
- Is willing to risk failure in order to learn something new
- Displays common sense
- Has strong “people skills”
- Is flexible
- Stays until the job is done – is NOT a “clock watcher”

Every student should not expect an “A”! It is the people who display the above characteristics, AS WELL AS HAVING SOUND TECHNICAL ABILITY AND THE THEORETICAL KNOWLEDGE who receives the “excellent” grade.

A grade of “B” or “C” should not be perceived as failure.

A grade of “B” means “good” and a grade of “C” means “average”. Not everyone is an “outstanding” student.

A grade of “D” or “F” is appropriate when a student does not perform, does not know basic information or display basic skills, or if a student has a “real” attitude problem.
V. Tentative Course Outline/Calendar: Note: Changes in the course outline are possible with the discretion of the professor.

Readings, lectures, and/or assignments of this class addresses the influence of diversity within the overall focus of this course.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Module &amp; Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1:</td>
<td>Getting Started – Course Introduction &amp; Overview</td>
</tr>
<tr>
<td>Aug 28-Sept 1</td>
<td>Review Syllabus</td>
</tr>
<tr>
<td></td>
<td>Module 1 – Developing Good Public Relations</td>
</tr>
<tr>
<td>Week 2:</td>
<td>Module 1 – Developing Good Public Relations</td>
</tr>
<tr>
<td>Sept 4-8</td>
<td>Student Introduction/Career discussion submitted by September 8, 2017; 11:30 pm</td>
</tr>
<tr>
<td>Week 3:</td>
<td>Module 1 – Developing Good Public Relations</td>
</tr>
<tr>
<td>Sept 11-15</td>
<td>Syllabus &amp; Introductory Materials Quiz submitted by September 15, 2017; 11:30 pm</td>
</tr>
<tr>
<td>Week 4:</td>
<td>Module 2 – Concepts and Objectives: What are they?</td>
</tr>
<tr>
<td>Sept 18-22</td>
<td>Social Media Survey submitted by September 22, 2017; 11:30 pm</td>
</tr>
<tr>
<td>Week 5:</td>
<td>Quiz Modules 1 and 2 submitted by September 29, 2017; 11:30 pm</td>
</tr>
<tr>
<td>Sept 25-29</td>
<td></td>
</tr>
<tr>
<td>Week 6:</td>
<td>Module 3 – Traditional Forms of Communication (Press Releases)</td>
</tr>
<tr>
<td>Oct 2-6</td>
<td>Press Release Assignment submitted by October 6, 2017 11:30 pm</td>
</tr>
<tr>
<td>Week 7:</td>
<td>Module 3 – Traditional Forms of Communication (Brochures)</td>
</tr>
<tr>
<td>Oct 9-13</td>
<td>Brochure Assignment submitted by October 13, 2017; 11:30 pm</td>
</tr>
<tr>
<td>Week 8:</td>
<td>Module 3 – Traditional Forms of Communication (PowerPoint)</td>
</tr>
<tr>
<td>Oct 16-20</td>
<td>Review materials on PowerPoint Presentations to prepare for upcoming assignment</td>
</tr>
<tr>
<td></td>
<td>PowerPoint Assignment submitted by October 20, 2017; 11:30 pm</td>
</tr>
</tbody>
</table>
Email Assignment submitted by October 27, 2017; 11:30 pm  
Read Digital Leadership: Using the Internet and Social Media to Improve the Lives, Well-Being and Circumstance of Others by: Dr. Cynthia L. Miller  
Begin researching how your company utilizes various social media channels for upcoming assignment |
|------------------|--------------------------------------------------------------------------------------------------|
Quiz Modules 3 and 4 submitted by November 3, 2017; 11:30 pm  
Continue researching how your company utilizes various social media channels for upcoming assignment |
| Week 11: Nov 6-10 | Module 5 – Communication in Social Media  
Comparative Analysis of 3 Social Media submitted by November 10, 2017; 11:30 pm |
| Week 12: Nov 13-17 | Module 5 – Communication in Social Media (Twitter)  
Twitter ‘tweet’ assignment submitted by November 17, 2017; 11:30 pm  
HEAT Conference in Frisco, Texas; Dr. Gina Fe Causin will present. |
| Week 13: Nov 20-24 | THANKSGIVING HOLIDAY: NO CLASS |
| Week 14: Nov 27-Dec 1 | Module 5 – Communication in Social Media (Blogs)  
Blogpost Assignment submitted by December 1, 2017; 11:30 pm |
| Week 15: Dec 4-8 | Module 5 – Communication in Social Media (QR Codes)  
QR Code Assignment submitted by December 8, 2017; 11:30 pm |
| Week 16: Dec 11-15 | Final Exam – Module 5 Quiz submitted by December 13, 11:30 pm |

**VI. Readings (Required and recommended—including texts, websites, articles, etc.):**

Required: D2L online course content; no other textbook is required.
LiveText Statement:

THIS COURSE DOES NOT USE LIVETEXT. LiveText data management system collects critical assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails.

If you have questions about obtaining or registering your LiveText account, call ext. 1267 or e-mail SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail livetext@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.

VII. Course Evaluations:

“Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. Evaluation data is used for a variety of important purposes including:

1. Course and program improvement, planning, and accreditation;
2. Instruction evaluation purposes; and
3. Making decisions on faculty tenure, promotion, pay, and retention.

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the PCOE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!”

In the Perkins College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information: Found at http://www.sfasu.edu/policies/

Class Attendance and Excused Absence: Policy 6.7

Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. Attendance for this class will be measured via the syllabus quiz, student introduction discussion, frequency of logging in to the course in D2L and timely submission of assignments. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room
325, 936-468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/

**Student Academic Dishonesty: Policy 4.1**
Abiding by university policy on academic integrity is a responsibility of all university faculty and students. Faculty members must promote the components of academic integrity in their instruction, and course syllabi are required to provide information about penalties for cheating and plagiarism, as well as the appeal process.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:

- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:

- submitting an assignment as one's own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source;
- incorporating the words or ideas of an author into one's paper or presentation without giving the author credit.

**Penalties for Academic Dishonesty**
Penalties may include, but are not limited to, reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

**Student Appeals**
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

**Withheld Grades: Policy 5.5**
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Student Code of Conduct: Policy 10.4**
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This policy applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at http://www.sfasu.edu/judicial/earlyalert.asp or call the office at 936-468-2703.
Additional Information:

To complete Certification/Licensing Requirements in Texas related to public education and other professional settings, you will be required to:

1. Undergo criminal background checks for field or clinical experiences on public school campuses; the public school campuses are responsible for the criminal background check; YOU are responsible for completing the information form requesting the criminal background check. If you have a history of criminal activity, you may not be allowed to complete field or clinical experiences on public school campuses. At that point, you may want to reconsider your major while at SFASU.

2. Provide one of the following primary ID documents: passport, driver’s license, state or providence ID cards, a national ID card, or military ID card to take the TExES exams (additional information available at www.texes.ets.org/registrationBulletin/). YOU must provide legal documentation to be allowed to take these mandated examinations that are related to certification/licensing requirements in Texas. If you do not have legal documentation, you may want to reconsider your major while at SFASU.

3. Successfully complete state mandated a fingerprint background check. If you have a history of criminal activity, you may want to reconsider your major while at SFASU.

For further information concerning this matter, contact Katie Snyder Martin at 936-468-1740 or snyderke1@sfasu.edu.

IX. Other Relevant Course Information:

Note: Self Discipline is a requirement for students in an online course. An online course is NOT easier than a face-to-face course and may actually require more time than a traditional classroom experience. Students in an online class are expected to have the maturity and self-discipline to do well. Please contact me early if you have any personal issues that affect your participation. Please message instructor through D2L course mail. Do not wait until the last minute to complete an assignment; please contact OIT at 936-468-1919 if you have computer problems. Computer issues are not an automatic excuse for the failure to complete an assignment on time or partially.

Again, students can contact SFA’s Office of Instructional Technology (OIT) at 936/468-1919 whenever they are experiencing technical difficulties or computer problems.

Attendance: Attendance (logging-in regularly) is critical in this course for success. Students are expected to login and visit the D2L course page frequently and regularly and to participate in discussions. Any student having a PLANNED ABSENCE for an SFA University function MUST NOTIFY the professor IN WRITING (e-mail within the course) prior to the absence. This note may be accompanied by an official, signed SFA memo stating the necessity of the absence. Notes not accompanied by such a memo will be verified on the web page for the Registrar's Office that documents the absence of students for University related functions. It is the responsibility of the student to make arrangements for missed time before the absence occurs. Please contact instructor through course mail.

All assignments must be submitted through the online course and in readable format (as a .doc or .docx file). When grades are posted, if student suspects that an error occurred in posting of a grade, the instructor must be notified within one week. It is the student’s responsibility to keep up with grades.

Class participation: Class participation is extremely important. You must log in on a regular basis and complete the activities prior to the due date. Do not wait until the deadline to submit an assignment. If
students run into any problems in submitting work, waiting until the last minute to submit may result in the assignment showing as **MISSED** and will result in a zero for the assignment.

Once a module closes it will not be reopened at a later date. For assignment purposes, it is suggested that you print or save all documents located in the modules.

**Class Correspondence:** It is the student’s responsibility to check course news items and mail on a daily basis. Students will be notified of any necessary changes in due dates, assignments or grading scale in news postings or mail messages. For questions regarding an assignment, please send a mail to the instructor in a timely fashion. Do not wait until two days before (or after) the due date to ask a question. Mail messages sent Friday evenings may not be answered until the following Monday. It is the student’s responsibility to make sure that questions arrive in a timely manner.