I. Course Description:

Rationale, design, delivery and evaluation of professional communications for diverse audiences, instructional interaction, and product promotion. HMS 332 is typically taught online over a 16-week period. Students complete 12 assignments throughout 5 content modules, which vary in depth. These activities, in combination with course readings, average a minimum of 5 hours of work in order to be prepared for the course.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
The complete listing of the standards associated with the PLOs, SLOs, assignments, and assessments are located on the PCOE website.

The objectives of this course support the University Mission to be a “comprehensive institution dedicated to excellence in teaching, research, scholarship, creative work, and service. Through the personal attention of our faculty and staff, we engage our students in a learner-centered environment and offer opportunities to prepare for the challenges of living in the global community.”

The objectives of this course also support the James I. Perkins College of Education mission to “prepare competent, successful, caring, and enthusiastic professionals from diverse backgrounds dedicated to responsible service, leadership, social justice, and continued professional and intellectual development in an interconnected global society.” The James I. Perkins College of Education is committed to proactively recruiting and retaining a diverse faculty, staff, and student population. Through open dialogue, mutual respect, and shared responsibility, faculty, staff, and students will demonstrate an understanding and sensitivity to ethnicity, race, gender, exceptionalities, culture, language/dialect, age, social class, family structure, sexual orientation, religion, and spiritual values in order to enhance the quality of life in a diverse, global community.

Program Learning Outcomes:
1. The student will display professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) related to the field of Human Sciences.
2. Research standards for professional oral and written communication as related to Human Sciences content and delivery systems.

“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:

This course is delivered entirely online through D2L, with course content, readings, PowerPoint presentations, and links to webpages available within the content modules in D2L. Students will complete a variety of assignments which allow them to create communications for a company or agency they identify in their Student Introductions. This organization should be relevant to the student’s course of study and future profession and will serve as the foundation for all communications created throughout the course. Assignments will include the development of a brochure, press release, and PowerPoint presentation in addition to various activities related to social media (Twitter, Blogs, Facebook, Instagram, YouTube). In order to encourage higher-order thinking, students will be asked to evaluate examples of communications and analyze them and/or redraft them. The student will also complete a comparative analysis of social media use by the company identified in the student introductions.

IV. Evaluation and Assessments (Grading):

Assignments are due at the determined time and are listed in the course syllabus on the calendar. Evaluation and assessment will include assignments listed below. Each student should strive to earn as many points as possible. The semester grade is based on a percentage of points earned.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Student Introduction Discussion Post</td>
<td>25</td>
</tr>
<tr>
<td>Press Release Assignment</td>
<td>50</td>
</tr>
<tr>
<td>Brochure Assignment</td>
<td>50</td>
</tr>
<tr>
<td>Oral Communication Observation: Scenario Assignment</td>
<td>50</td>
</tr>
<tr>
<td>Oral Presentation with PowerPoint</td>
<td>150</td>
</tr>
<tr>
<td>Email Assignment</td>
<td>20</td>
</tr>
<tr>
<td>Video-Conference Assignment</td>
<td>75</td>
</tr>
<tr>
<td>Twitter Assignment</td>
<td>20</td>
</tr>
<tr>
<td>YouTube Assignment</td>
<td>50</td>
</tr>
<tr>
<td>Blogpost Assignment</td>
<td>30</td>
</tr>
<tr>
<td>Comparative Analysis of Social Media Assignment</td>
<td>50</td>
</tr>
</tbody>
</table>

**TOTAL POINTS** 570 points

<table>
<thead>
<tr>
<th>Grade Percentage</th>
<th>Point Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>A – 90% and above</td>
<td>570 – 513</td>
</tr>
<tr>
<td>B – 89 to 80%</td>
<td>512 – 456</td>
</tr>
<tr>
<td>C – 79 to 70%</td>
<td>455 – 399</td>
</tr>
<tr>
<td>D – 69 to 60%</td>
<td>398 – 342</td>
</tr>
<tr>
<td>F – 59% and below</td>
<td>343 and below</td>
</tr>
</tbody>
</table>

V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Dates/Weeks</th>
<th>Module and Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEK 1</td>
<td>Module 1: Introduction</td>
</tr>
<tr>
<td>Jan 15 – Jan 17</td>
<td>Student Introduction Discussion Discussion Post (25 points) due January 17 by 11:30 pm</td>
</tr>
<tr>
<td>WEEKS 2-5</td>
<td>MLK DAY---1/20/20---MLK DAY</td>
</tr>
<tr>
<td>Jan 20 – Jan 24</td>
<td>Module 2: Audience Analysis (PR), Concepts, and Objectives</td>
</tr>
<tr>
<td>Jan 27 – Jan 31</td>
<td>• Press Releases</td>
</tr>
<tr>
<td>Feb 3 – Feb 7</td>
<td>• Brochures</td>
</tr>
<tr>
<td>Feb 10 – Feb 14</td>
<td>Press Release Assignment (50 points) due February 7 by 11:30 pm</td>
</tr>
<tr>
<td></td>
<td>Brochure Assignment (50 points) due February 14 by 11:30 pm</td>
</tr>
</tbody>
</table>
Module 3: Oral Communications and Interpersonal Skills
- Presentations utilizing PowerPoint

Oral Communication Observation: Scenario Assignment (50 points) due February 28 by 11:30 pm
Oral Presentation with PowerPoint (150 points) due March 6 by 11:30 pm

WEEKS 10-13
Mar 16 – Mar 20
Mar 23 – Mar 27
Mar 30 – Apr 3
Apr 6 – Apr 10
Module 4: Electronic Communications
- Email
- Videoconferencing

Email Assignment (20 points) due April 3 by 11:30 pm
Video Conference Assignment (75 points) due April 8 by 11:30 pm

WEEKS 14-17
Apr 13 – Apr 17
Apr 20 – Apr 24
Apr 27 – May 1
May 4 – May 8
Module 5: Social Media Communications
- Facebook
- Instagram
- Twitter
- YouTube
- Blogs

Twitter Assignment (20 points) due April 17 by 11:30 pm
YouTube Assignment (50 points) due April 24 by 11:30 pm
Blogpost Assignment (30 points) due May 1 by 11:30 pm
Comparative Analysis of Social Media Assignment (50 points) due May 4 by 11:30 pm

VI. Readings (Required and recommended—including texts, websites, articles, etc.):
Required: D2L online course content; no other textbook is required.

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. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports (including the first 12 day attendance report) and in determining final grades. 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.

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**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/](http://www.sfasu.edu/disabilityservices/)

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**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).

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**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.

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**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](http://www.sfasu.edu/judicial/earlyalert.asp) or call the office at 936-468-2703.
IX. Other Relevant Course Information:

University Policies and Information---This class will adhere to all applicable university policies. Students should read and be familiar with policies in the General Bulletin.

Course Participation/Attendance---Attendance (logging in to Brightspace regularly) is critical for success in a face-to-face or hybrid/online course. Students are expected to login to Brightspace frequently to participate in course activities and receive course announcements and/or email. Do not wait until the deadline to submit course activities…if students experience any difficulty, waiting until the last minute to submit the assignment could result in a missed deadline and a grade of "0" for the assignment. All assignments must be submitted as directed in the course syllabus, whether during class (F2F) or in the Brightspace DropBox. It is the student’s responsibility to check the Brightspace course for any announcements regarding necessary changes in due dates, assignment instructions/uploads, class meetings, etc. Please do not wait until the last minute to ask questions about assignments that are due...emailing the instructor questions about an assignment at 8:00 pm for an 11:30 pm deadline will not result in having your questions answered.

Self-discipline is a requirement and critical for success in an online/hybrid course. Students in an online course should take the initiative to check the course calendar regularly for due dates and should always email the instructor if there are any personal issues that are affecting course participation. Students experiencing technical difficulty should contact SFA’s Office of Instructional Technology (OIT) immediately at 468-1919…computer issues are not an excuse for the failure to submit course assignments and activities, especially when you have a large window of time to complete them.

Assignments---To receive points for an assignment, it must be submitted AS INSTRUCTED, through the Brightspace DropBox or in class. To receive credit, any work must have the student name prominently displayed on the first page, or if in a folder or notebook, on the outside as well. Any work submitted to the instructor for grading must be neat and professional. Late work will automatically be penalized 5 points, even if it is only minutes late. It is your responsibility to submit your assignments on time. MISSING WORK SUBMITTED MORE THAN ONE WEEK AFTER ITS DUE DATE OR DURING DEAD WEEK WILL ONLY BE ELIGIBLE FOR HALF CREDIT. ABSOLUTELY NO STUDENT WORK WILL BE ACCEPTED AFTER THE LAST SCHEDULED MEETING TIME. In other words…no work may be submitted during finals exam week or thereafter.

Exams---Students are expected to be on-time to begin each exam. Those arriving late will not be granted additional exam-taking time. Those arriving after any other students have completed the exam and left the room will not be allowed to take the exam and will receive zero points for the exam. To begin the exam and during the exam period, the student work area must be cleared of all materials except the scantron answer sheet and/or instructor provided answer sheet and pencil or pen. All books and papers must be closed and stored out of sight beneath the seat or table. Cell phones must be turned off and stored out of sight during exams. No caps or sunglasses should be worn during exams. No electronic listening devices of any kind may be used during exams. Students may not leave the room then return again to finish an exam. If a student must leave the room, the exam must be turned in prior to exiting. Students must read and follow directions in filling in the scantron answer sheet correctly. Failure to fill out the form correctly may result in a penalty of up to 10 points. For exams taken electronically in Brightspace---you must complete the exam/quiz during the time which it is available in Brightspace. Please note that all exams/quizzes in Brightspace are timed and once the time expires, you will not be allowed to finish the exam or make any changes. Once the exam/quiz closes, you will no longer have access to it. If you fail to complete the exam during that window of time, you will receive a “0” for the exam/quiz grade.

Missing an Exam---According to university policy, serious personal illness or death in one’s immediate family are acceptable reasons for an exam to be missed. Zero points will be recorded for an exam when missed for unacceptable reasons. When an acceptable reason arises, to receive points, the student must notify the instructor PRIOR TO THE EXAM and provide written documentation-proof for the reason upon returning to class. Only if these two requirements are met, the grade earned on the final exam will be counted twice to replace the missed exam grade. This procedure applies to missing one exam only. All students must take the final exam at the official university-scheduled final exam time. Any requests for other times for the final exam must be for legitimate reason and must be submitted in writing at least two weeks in advance to allow approval through appropriate university channels. NO MAKE-UP UNIT EXAMS ARE OFFERED. Any extenuating circumstances must be discussed individually with the instructor during office hours or by appointment.

Use of Electronics (Cell Phones, Laptops, Tablets) ---Cell phone use is not allowed during class or exam time, unless otherwise instructed. Cell phones must be turned off and stored out of sight when class begins and remain off and out of sight until class is dismisses at each class meeting. Cell phones are a distraction to the instructor and to other students in
the course...please be mindful of that! Laptops and tablets may be used in class for class purposes ONLY, except during exams. There may be times during which you are instructed to utilize laptops or tablets for in-class activities in order to enrich learning. However, the instructor has the right to ban computers for the remainder of the semester in the class if students are observed during any class meeting to be using devices for inappropriate purposes unrelated to class.

**Honors Contracts**---Any requests for honors contracts must be presented to the instructor, discussed, approved and submitted to the Honors office before the end of the third week of classes.