I. Course Description:

Rationale, design, delivery and evaluation of professional communications for diverse audiences, instructional interaction, and product promotion. Students in this course receive extensive course content information via online content modules equivalent to 2390 minutes for the six week semester and a final exam. Course 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 conceptual framework and the vision, mission, and goals of the James I. Perkins College of Education describe a shared vision and purpose for the SFASU College of Education. The PCOE strives to achieve professional excellence through exemplary programs that are recognized at state, national and international levels.

The mission of the Perkins College of Education is to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development in an interconnected global society. To accomplish this mission, the goals of the Perkins College of Education are to:

- Provide **transformational experiences** for our students.
- Promote **meaningful and sustained enrollment growth**.
- **Attract and support high quality faculty and staff**.
- Improve and maintain an optimal **college culture**.
- Provide **academic and co-curricular innovations**.
- **Increase connections** with stakeholders.

In the Perkins College of Education, we value and are committed to:

- Academic excellence through critical, reflective and creative thinking
- Life-long learning
- Collaboration and shared decision-making
- Openness to new ideas and innovation and change
- Integrity, responsibility, diligence and ethical behavior
- Service that enriches the community

**Program Learning Outcomes:**
The design of this course supports the School of Human Sciences Program Learning Outcomes (PLOs) listed below:

1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.
2. The student will exhibit the professional behavior (strong communication skills, a professional image, good work ethic, and adequate preparation for employment) expected in the field of Human Sciences.
3. The student will demonstrate competence in his/her field using oral and written forms.

**Student Learning Outcomes:**

Upon successful completion of this course, the student will:

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. Relate skills 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 via D2L and provides course content in the modules. Students will complete a variety of assignments which allow them to create communications for a company or agency they identify in their student introduction. 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 and PowerPoint presentation in addition to various digital communication and social media activities. Students will also complete a comparative analysis of social media use by the company identified in the student introduction.

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 out of the total 500 points. The semester grade is based on a percentage of points earned.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Introduction Discussion Post</td>
<td>30 points</td>
</tr>
<tr>
<td>Email Assignment</td>
<td>30 points</td>
</tr>
<tr>
<td>LinkedIn Assignment</td>
<td>30 points</td>
</tr>
<tr>
<td>Industry Leaders</td>
<td>30 points</td>
</tr>
<tr>
<td>Brochure Assignment</td>
<td>100 points</td>
</tr>
<tr>
<td>PowerPoint Presentation</td>
<td>75 points</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>75 points</td>
</tr>
<tr>
<td>Videoconference Assignment</td>
<td>50 points</td>
</tr>
<tr>
<td>Facebook Assignment</td>
<td>10 points</td>
</tr>
<tr>
<td>Instagram Assignment</td>
<td>10 points</td>
</tr>
<tr>
<td>YouTube Assignment</td>
<td>10 points</td>
</tr>
<tr>
<td>Final Exam</td>
<td>50 points</td>
</tr>
</tbody>
</table>

TOTAL POSSIBLE POINTS 500 points

Grade Percentage: Point Spread
A – 90% and above 500 – 450
B – 89 to 80% 449 – 400
C – 79 to 70% 399 – 350
D – 69 to 60% 349 – 300
F – 59% and below 299 and below

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>July 8 – July 14</td>
<td>Read course syllabus and module content</td>
</tr>
<tr>
<td></td>
<td>Complete Student Introduction Discussion Post (25 points) by July 14 @ 11:30 pm</td>
</tr>
</tbody>
</table>
### Module 2: Email Communication
Read module content
Complete Email Assignment by July 14 @ 11:30 pm

### Module 3: Career Preparation – LinkedIn
Read module content
Complete LinkedIn Assignment by July 21 @ 11:30 pm

### Module 4: Career Preparation – Industry Leaders
Read module content
Complete Industry Leaders Assignment by July 21 @ 11:30 pm

### Module 5: Brochure
Read module content
Complete Brochure Assignment by July 21 @ 11:30 pm

### Module 6: PowerPoint and Oral Presentations
Read module content
Complete PowerPoint Assignment by July 28 @ 11:30 pm
Complete Oral Presentation Assignment by July 28 @ 11:30 pm

### Module 7: Videoconferencing
Read module content
Complete Videoconferencing Assignment by August 2 @ 11:30 pm

### Module 8: Social Media
Read module content
Complete Facebook Assignment by August 7 @ 12:00 noon
Complete Instagram Assignment by August 7 @ 12:00 noon
Complete YouTube Assignment by August 7 @ 12:00 noon

Final Exam: Complete Comparative Analysis of Social Media Assignment by August 7 @ 12:00 noon

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

There is no required textbook for this course. All readings will be provided to the student from the Instructor through the D2L platform.

### VII. Course Evaluations:

Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses (the teaching itself and the content/assignments) 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 (full-time and part-time) annual evaluation processes, 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 summarized data 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.

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

Upon the request from the student to the instructor of record and at the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH may 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

Disorderly conduct including but not limited to: (a) disruption or interference of students, faculty, administration, staff, the educational mission, or routine operations of the University. (b) Commercial solicitation on campus or with University resources without prior approval from University officials. (c) Failure to comply with a reasonable and lawful request or directive of University Officials. (d) Facilitation of student misconduct including but not limited to assisting, conspiring, soliciting, or encouraging others to engage in conduct which violates the Student Code of Conduct. More information on Student Code of Conduct can be found at https://www.sfasu.edu/policies/student-code-of-conduct-10.4.pdf

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 Early Alert Program at SFA.

SFA values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
https://www.sfasu.edu/humanservices/clinics-labs/counseling-clinic
Human Services Room 202
936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741

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 these policies, found in the course syllabus and on the SFASU website.

Course Participation and Communication—Attendance and logging into Brightspace regularly is critical for success in a face-to-face, hybrid, or online course. Students are expected to come to class to participate in discussions and presentations. Likewise, students are expected to login to Brightspace to receive course announcements and email, retrieve posted documents, and check course grades. All assignments must be submitted as directed in the course syllabus, whether during class (F2F) or in the Brightspace Dropbox. Please do not wait until the last minute to ask questions about assignments that are due...emailing the instructor questions at the last minute could result in questions being unanswered and a missed deadline or poor grade.
My communication with you likely will be done almost entirely via Brightspace. I prefer that all course-related email be sent via the Brightspace Email tool; you are also welcome to email me at jrcupit@sfasu.edu. (Please note that Brightspace mail is NOT your @jacks.sfasu.edu account; Brightspace mail is contained within Brightspace.) My goal is not to let the online delivery medium isolate us from each other; on the contrary, I want it to work for us. Timely replies are essential to that goal. My policy is that an email received between Monday morning and Friday at noon will receive a reply within 24 hours (and often much sooner). 

Emails sent between Friday at noon and Sunday night will receive replies on the first weekday after they are received (i.e. if you send an email on Friday at 12:00 p.m., it might be Monday before you get an answer).

When communicating to the class as a whole (or defined subsets of students), I will use the News/Announcements feature in Brightspace. If I need to contact a student individually, I will send a message via Brightspace email. Students are highly encouraged to setup email and announcement notifications to ensure communications are not missed.

**Assignments**---To receive points for an assignment, it must be submitted as instructed, through the D2L Dropbox or in class. To receive credit, any work must have the student name prominently displayed. Any work submitted to the instructor for grading must be neat and professionally done, whether instructed to complete it by hand or digitally. 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…you are allowed adequate time to complete them. Missing work submitted more than one week after its original 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 week.

**Exams**---For exams taken electronically in D2L---you must complete the exam/quiz during the time which it is available in D2L. Please note that all exams/quizzes in D2L 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.

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.