Professional Speech Communication – COM 3021

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Office Hours: Monday & Wednesday After Class

Course Description

This is an intensive seven-week course designed to give students practice creating and then delivering some of the most common types of speeches or presentations that mid-level career professionals might be called upon to make in the course of their employment. Students will be required to speak each week that the class meets, and during the last half-week of class. Students will be required to revise their work in response to weekly feedback from the instructor and from their peers. Students will also be exposed to various computer-based presentational tools in this course.

Learning Goals

Students who complete the Professional Speech Communication Course will, with proficiency, be able to:

- Produce examples of spoken and visual communication that are engaging, clear, professional, evidence-driven, ethical, and persuasive.
- Speak, ask questions, and participate as an active listener in multiple professional contexts.
- Determine when to effectively use visual technologies and speaking aids.
- Effectively use visual technologies to enhance and persuade.
- Adapt to diverse audiences.
- Habitually revise and edit work before making a presentation.
- Display honesty and integrity in all their communications.

Required Materials

This is a ZTC (Zero Textbook Cost) and OER (Open Educational Resource) course.

(2016). *Stand Up, Speak Out.* University of Minnesota Libraries
https://open.lib.umn.edu/publicspeaking/

MIT Sloan School of Management. (2021). *Case studies.* MIT Sloan Teaching Resources Library. https://mitsloan.mit.edu/teaching-resources-library/case-studies

Direct links to all case study materials will be provided via Brightspace

Electronic Communication

All electronic communication will originate from Brightspace and Baruch's email server. It is expected that you will use the same communication forums to communicate with your professor and classmates. Please communicate using your Baruch email rather than your personal email. To practice professional communication, all email communication must include a greeting, a salutation, and your name.

Course Assignments

Each is described in detail at the end of this document.

Speech Name	Percentage of Grade	Length of Speech
Introduction Speech	15%	3 minutes
Informative Speech	25%	4 minutes 30 seconds
Shark Tank and Civics Speech	25%	5 minutes
Corporate Policy and Practice	20%	3 minutes
Participation	15%	NA

Attendance

Given the intensive focus of this course, class attendance is absolutely critical. Since the class is so fast paced, missing even a single day can leave you behind. However, we understand that outside complications may prevent you from attending every single session. Therefore, there is no grade penalty for missing a single day of class. However, unless there is a valid excuse (with documentation, if requested), **each absence beyond the first one will result in a final grade reduction of one third of a letter grade** (from an A to an A-, for example). If you test positive for Covid, you must follow Baruch's testing and reporting protocols as outlined here: https://forward.baruch.cuny.edu/reporting-and-managing-covid-19-cases/
Do not email your professor test results—excuses will only be arranged through the office of the Dean of Students.

If you are absent on a speech day, it is up to you to contact your professor and arrange a time to make up the speech. Your professor is not required to but try and help you find a way to deliver **one** such speech provided you have an excused absence. After that, you will not be allowed to deliver any speeches that are not given on their assigned day/time in class. Any speeches not delivered in class when scheduled will receive a grade of 0.

Turning in Assignments

All assignments and projects will be uploaded onto Brightspace before the beginning of class on the assignment due date. Often you will be asked to both upload your assignment and bring a printed version to class. This printed version will allow you to fully participate in classroom activities but may not be submitted instead of the uploaded assignment. All grades and assignments will be returned to you via Brightspace unless otherwise indicated.

Late Assignments

Consistent with college policies, described below, assignments other than in-class speeches or presentations, will be docked a full letter grade per day late. Due to the pace of the course and the sequencing of the speeches, in-class speeches or presentations that are not delivered on the assigned day at the assigned time will receive a grade of zero. Your professor may also institute additional specific policies regarding late speeches and presentations at their discretion. If you are absent on a speech day, it is up to you to contact your professor and arrange a time to make up the speech. Your professor may try and help you find a way to deliver **one** such speech provided you have an excused absence. After that, you will not be allowed to deliver any speeches that are not given on their assigned day/time in class.

Grading Scale

All assignments will be graded on a 100-point scale with each assignment carrying the weight listed above. Final grades will be calculated based on the following scale.

A	93-100
A-	92-90
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	Below 60

Academic Honesty

Learning involves the pursuit of truth, which cannot happen if you present someone else's work as your own. By following the procedure outlined below, you will establish a basis of trust that will remain unless you provide reason to suspect it has been violated.

1. Visit the College's Academic Honesty Policy web site: https://provost.baruch.cuny.edu/academic-affairs/teaching-and-learning/academic_honesty/?_ga=2.255743680.999079658.1633539383-1423035215.1624553381.
2. Read the material it contains.
3. Send your instructor an email (or bring a signed statement to class) truthfully stating that you have read the web page, understood it, and that you agree to act according to the principles it expresses.

For further discussion of plagiarism and clarification of its parameters, see the online plagiarism tutorial prepared by members of the Newman Library faculty at https://guides.newman.baruch.cuny.edu/plagiarism. If questions remain, ask me. Ignorance is not an acceptable excuse for unacceptable practices. For the record, if you violate the precepts of academic integrity, you may receive a zero for the assignment and your name will be forwarded to the Office of the Dean of Students, which may decide to assess sanctions up to an including suspension or expulsion from the College.

Regarding Peer-Sharing Websites: based on a straightforward reading, it is a violation of CUNY and Baruch academic integrity policy to upload to a peer-sharing website (such as Course Hero) work that you complete (assignments, speech outlines, group reports, etc) as well as my materials that I share with you (outlines, sample assignments, rubrics, and even this syllabus). The materials I have created are my intellectual property and submitting your own work in this way is collusion in an act that undermines the college's educational mission and student's personal and intellectual growth. I understand the motivations are usually good, and I know that properly used such tools can possibly be useful for students. But I will give you (and future students) anything useful that you might get from these sites as part of the class. Do not upload your work for this class there. If your work for this class, or my materials

uploaded by you, is identified on such sites, it may be treated as a violation of our academic integrity policy and sanctioned accordingly.

Regarding AI: The use of artificial intelligence (AI) is strictly prohibited in all coursework and assignments. This includes, but is not limited to, the use of AI-generated text, speech, or images, as well as the use of AI tools or software to complete any portion of a project or assignment. Any violations of this policy will result in disciplinary action, up to and including a failing grade for the assignment or course. Our goal is to learn effective use of the genres of business communication, and to practice sharing meaning with other humans in a professional environment. The use of AI detracts from this objective. Students are expected to use their own knowledge, research and analysis to complete coursework.

Grade Questions and Resolution Process:

You will receive substantive feedback on all major assignments, typically in the Brightspace grade center. That feedback will both explain the evaluation and highlight steps for future improvement. All speeches will be evaluated using a rubric. If, after reading your feedback and consulting the rubric, you have questions or concerns about the grade, please wait 24 hours to review and consider the feedback before reaching out to your professor to discuss the grade further.

Any concerns, disagreements, or complaints about a grade must first be addressed with your professor. Any such complains or concerns that are brought to the Department of Communication Studies will be returned without further action if you have not first made a genuine attempt to resolve the issue with your professor and been unable to do so in a satisfactory manner.

Disability Services

We have a process at Baruch for determining whether a student who identifies as disabled is eligible for a reasonable accommodation in order to complete the student's academic program. We strive to ensure that no student with a disability is discriminated against and that none is denied participation in College programs and activities for lack of reasonable accommodations. Some people think that a disability has to be visible to be accommodated. This is not the case. There are many disabilities—diabetes, psychological illness, learning disabilities, AIDS, seizure disorders, arthritis, etc.—that are not always visible, but which nonetheless require accommodations. Examples of possible accommodations include additional testing time; adaptive equipment; and taping of classes.

If you feel that you may need a reasonable accommodation based on a disability, please contact the staff at the Office of Disability Services, Newman Vertical Campus, Room 2-271, or by phone at (646) 312-4590.

Additionally, Baruch College does not discriminate against any student on the basis of pregnancy or related conditions. Absences due to medical conditions relating to pregnancy will be excused for as long as deemed medically necessary by a student's doctor and students will be given the opportunity to make up missed work. Students needing assistance can seek accommodations from the Office of Services for Students with Disabilities at 646-312-4590 or from the Title IX Coordinator at 646-312-4542.

Course Schedule

	Introduction: Guiding Principles	Assignments	Reading	Lecture/Viewing
Week 1 - Week 2	Students will be introduced to the practice, ethics, and norms of speech communication including: ● Audience-awareness ● Persuasiveness ● Ethical communication ● "Code Switching" ● The concepts of public, private, and technical audiences and genres	**Introduction Speech (3 minute speech):** In this speech, each student will introduce himself or herself within the context of the career that he or she is working towards. Each student will express career aspirations, and then summarize a new development or trend in his or her intended field. *As you're completing this assignment, remember to consider the function of "code switching" and how your verbal speech and non-verbal mannerisms change when you move between public and technical spheres.*	**Chapter 2: Ethics Matter—Understanding the Ethics of Public Speaking** **Chapter 9: Introduction Matter—How to Begin a Speech Effectively** **Chapter 11: Concluding with Power**	**Week 1 Lecture** (Watch before first class)

	Core Competency: Professional	Assignments	Reading	Lecture/Viewing
Week 2 - Week 3	Students will practice communication that: ● Reflects revisions based on peer review ● Critically assesses the role of technology in a technical presentation ● Uses organizational structures and preparation techniques	**Informative Speech Preparation** In this week, students will prepare for their week 3 informative speech by developing preparation outlines for a 4-minute speech summarizing an MIT case study. They will also develop professional and detailed visual aids using presentation technology. *As you're completing this assignment, remember that these outlines will set up your speech. Your job is to prepare the speech fully so you can practice and polish it next week.*	**Chapter 16: Informative Speaking** **Chapter 12: Outlining** **Chapter 15: Visual Aids** **MIT Case Study materials will be provided by your professor.**	**Week 2 Lecture: Visual Aids** (Watch before second class) **Week 2 Lecture**: **Informative Speaking** (Watch before first class)

	Core Competency: Clear	Assignments	Reading	Lecture/Viewing

Week 3 - Week 4	Students will practice communication that reflects: ● Accuracy ● Summarizes critical information ● Prioritizes messaging ● Provides actionable information ● Adapts to a technical audience	**Informative Speech Part 1 (4-minute and 30 second speech):** In this speech, students will summarize and present an MIT Case Study. Students will focus on accurate summary and concise presentation. *As you're completing this assignment, remember to summarize the case study in a way that is informative to your audience of junior-level business school classmates. Be sure to provide necessary background information, define your terms, and draw upon your shared knowledge gained in other Zicklin classes.*	**Chapter 3: Speaking Confidently** **Chapter 14: Delivering the Speech**	**Week 3 Lecture: Delivering Your Speech, Using Visual Aids** (Watch before first day of class)

	Core Competency: Concise	Assignments	Reading	Lecture/Viewing
Week 4 - Week 6	Students will practice speech communication that reflects: ● Careful information selection (inclusion, exclusion) ● Presentation of persuasive arguments ● Comparative claims ● An ethic of care	**Shark Tank and Civics Speech (5-minute speech):** Students will advocate for a charitable organization. Using an activity loosely based on Shark Tank, students will make a presentation to a group of their peers. In their presentation, each student will argue that his or her charitable organization is deserving of a donation from a panel of judges (made up of classmates). Speeches will be delivered in class and students will answer questions after their speech *As you're completing this assignment, remember that you must highlight what makes your chosen organization unique. All of the charities have merit. So you must prove that yours is uniquely deserving beyond all other proposals. Be sure to use comparative argumentative structures, and sound evidence in your speech.*	**Chapter 17: Persuasive Speaking** **Chapter 8: Supporting Ideas and Building Arguments**	**Week 4 Lecture** (Watch before first day of class Week 4) **Week 5 Lecture** (Watch before first day of speeches)

	Core Competency: Persuasive	Assignments	Reading	Lecture/Viewing
Week 7	Students will practice communication that: ● Articulates corporate policy ● Accurately summarizes and presents best practices and legal guidelines ● Inspires future adherence to policy ● Refrains from shaming, ostracizing or bullying colleagues	**Corporate Policy and Practice (3-minute speech):** Each student will select a corporate setting and personnel challenge from the provided course materials. Taking on the role of a first-line manager, each student will prepare and deliver a 3-minute prepared statement responding to a scenario where they need to have a difficult conversation with an employee. These scenarios may deal with corporate policy, employee performance, employment law, or ethical behavior. The student will assess and summarize the scenario and provide guidelines for future behavior. *As you're completing these assignments, remember to highlight your speech's take home message and provide a motivational sequence that inspires future success.*	**Chapter 5: Audience Analysis** **Case Study materials will be provided by your professor.**	**Week 7 Lecture** (Watch before first day of class)