COURSE SYLLABUS

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SECTION 1: COURSE INFORMATION

Format: 8 weeks.

Course ID: ENGL 2113

Course Title: ENGL 2113 PROFESSIONAL COMMUNICATION

College: College of Social Sciences and Humanities

Prerequisites: None

Credit Hours: 3

Instructor: See the online course in MyFIRE for instructor contact information and availability.

Course Description

Professional communication introduces students to communication found in real-world settings with an emphasis on clarity, organization, format, language, and audience, for both written and oral assignments.

Course Overview

This course focuses on developing effective communication skills for professional contexts. Through a combination of readings, discussions, and practical assignments, students will learn strategies for effective writing, speaking, and interpersonal communication. The course will cover a range of topics, including crafting clear and concise messages, tailoring communication to different audiences, presenting information persuasively, and managing communication in complex or sensitive situations.

Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is 9 hours per week.

Course Materials

All materials are available for free as part of the course or linked in the course. Required and optional textbooks are accessed and ordered through SEU's bookstore.

Disclaimer: The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

Course Topics

The purpose of this course is to introduce, reinforce, and measure learning on the following topics:

- Principles of effective communication in professional contexts
- Strategies for crafting clear and concise written messages, including emails, memos, and reports
- Tailoring communication to different audiences and purposes
- Strategies for delivering engaging and persuasive oral presentations
- Using visual aids and other multimedia to enhance presentations
- Nonverbal communication and its impact on audience engagement
- Developing a personal communication style and voice
- Using feedback and self-reflection to improve communication skills.

Intended Learning Outcomes

As a result of reading, study, and assessments in this course, the student should be able to:

1. Analyze texts to gain a better understanding of the art of communication.
2. Utilize written and oral communication techniques to engage, inform, and persuade modern audiences.
3. Analyze the value of verbal and non-verbal communication and audience feedback.
4. Demonstrate awareness of professional behavior and communication in real-world settings.
5. Apply research skills in crafting effective arguments.

Late Work

Unless otherwise indicated by the instructor, no late work is accepted.

Extra Credit

None accepted.

SECTION 2: SOUTHEASTERN POLICIES

Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.

SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.

Note: Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

AIM, LEARN, AND APPLY DESCRIPTIONS

Aim

When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

Learn

When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

Apply

 When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

MODULE 1

XX/XX/XX – XX/XX/XX

Aim

- Analyze texts to gain a better understanding of the art of communication.
- Utilize written and oral communication techniques to engage, inform, and persuade modern audiences.
- Analyze the value of verbal and non-verbal communication and audience feedback.
- Demonstrate awareness of professional behavior and communication in real-world settings.
- Apply research skills in crafting effective arguments.

Learn

- **Read:** All resources provided in the course
- **View:** Additional resources provided in the course

Apply

- Video/Discussion Forum 1
  - Due: Saturday, Tuesday
  - Points: 20
- Elevator Pitch (Written Draft)
  - Due: Tuesday
  - Points: 20
- Reading Assignment 1
  - Due: Tuesday
  - Points: 20

MODULE 2:
XX/XX/XX – XX/XX/XX

Aim

- Analyze texts to gain a better understanding of the art of communication.
- Utilize written and oral communication techniques to engage, inform, and persuade modern audiences.
- Analyze the value of verbal and non-verbal communication and audience feedback.
- Demonstrate awareness of professional behavior and communication in real-world settings.
- Apply research skills in crafting effective arguments.

Learn

- **Read:** All resources provided in the course
- **View:** Additional resources provided in the course

Apply

- Elevator Pitch
  - Due: Saturday, Tuesday
  - Points: 50
- Video Response
  - Due: Tuesday
  - Points: 20
- Reading Assignment 2
  - Due: Tuesday
  - Points: 20

MODULE 3:

XX/XX/XX – XX/XX/XX



Aim

- Analyze texts to gain a better understanding of the art of communication.
- Utilize written and oral communication techniques to engage, inform, and persuade modern audiences.
- Analyze the value of verbal and non-verbal communication and audience feedback.
- Demonstrate awareness of professional behavior and communication in real-world settings.
- Apply research skills in crafting effective arguments.



Learn

- **Read:** All resources provided in the course
- **View:** Additional resources provided in the course



Apply

- Discussion for Module 3
  - Due: Saturday, Tuesday
  - Points: 20
- Pitch Presentation (Research and Prewriting)
  - Due: Tuesday
  - Points: 20
- Reading Assignment 3
  - Due: Tuesday
  - Points: 20

MODULE 4:

XX/XX/XX – XX/XX/XX

Aim

- Analyze texts to gain a better understanding of the art of communication.
- Utilize written and oral communication techniques to engage, inform, and persuade modern audiences.
- Analyze the value of verbal and non-verbal communication and audience feedback.
- Demonstrate awareness of professional behavior and communication in real-world settings.
- Apply research skills in crafting effective arguments.

Learn

- **Read:** All resources provided in the course
- **View:** Additional resources provided in the course

Apply

- Video/Discussion Forum 4
  - Due: Saturday, Tuesday
  - Points: 20
- Pitch Presentation
  - Due: Tuesday
  - Points: 20
- Reading Assignment 4
  - Due: Tuesday
  - Points: 20

MODULE 5:
XX/XX/XX – XX/XX/XX

Aim

- Analyze texts to gain a better understanding of the art of communication.
- Utilize written and oral communication techniques to engage, inform, and persuade modern audiences.
- Analyze the value of verbal and non-verbal communication and audience feedback.
- Demonstrate awareness of professional behavior and communication in real-world settings.
- Apply research skills in crafting effective arguments.

Learn

- **Read:** All resources provided in the course
- **View:** Additional resources provided in the course

Apply

- Pitch Presentation Discussion Forum
  - Due: Saturday, Tuesday
  - Points: 50
- Pitch Presentation Written Rationale and Reflection
  - Due: Tuesday
  - Points: 50

MODULE 6:
XX/XX/XX – XX/XX/XX

Aim

- Analyze texts to gain a better understanding of the art of communication.
- Utilize written and oral communication techniques to engage, inform, and persuade modern audiences.
- Analyze the value of verbal and non-verbal communication and audience feedback.
- Demonstrate awareness of professional behavior and communication in real-world settings.
- Apply research skills in crafting effective arguments.

Learn

- **Read:** All resources provided in the course
- **View:** Additional resources provided in the course

Apply

- Discussion Forum 5
  - Due: Saturday, Tuesday
  - Points: 20
- Audit and Recommendations Preparation Assignment
  - Due: Tuesday
  - Points: 20
- Reading Assignment 5
  - Due: Tuesday
  - Points: 20

MODULE 7:
XX/XX/XX – XX/XX/XX

Aim

- Analyze texts to gain a better understanding of the art of communication.
- Utilize written and oral communication techniques to engage, inform, and persuade modern audiences.
- Analyze the value of verbal and non-verbal communication and audience feedback.
- Demonstrate awareness of professional behavior and communication in real-world settings.
- Apply research skills in crafting effective arguments.

Learn

- **Read:** All resources provided in the course
- **View:** Additional resources provided in the course

Apply

- Discussion Forum 6
    - Due: Saturday, Tuesday
    - Points: 20
- Memo for Audit and Communications Report
    - Due: Tuesday
    - Points: 50

MODULE 8:

XX/XX/XX – XX/XX/XX

Aim

- Analyze texts to gain a better understanding of the art of communication.
- Utilize written and oral communication techniques to engage, inform, and persuade modern audiences.
- Analyze the value of verbal and non-verbal communication and audience feedback.
- Demonstrate awareness of professional behavior and communication in real-world settings.
- Apply research skills in crafting effective arguments.

Learn

- **Read:** All resources provided in the course
- **View:** Additional resources provided in the course

Apply

- Communication Audit Recommendations Presentation
  - Due: Saturday, Tuesday
  - Points: 100
- Communication Audit and Recommendations Report
  - Due: Tuesday
  - Points: 50
- Reflection on the Course
  - Due: Tuesday
  - Points: 20

SECTION 4: ASSESSMENTS

Discussion Forums

Description

Students will write discussion forum posts based on provided prompts and then reply to other students' posts during the same module. These posts are replies are public in the course and may be seen by anyone taking the course. Discussion forum posts are typically a few paragraphs in length.

Total Possible Points

120.

Reading Assignments/Video Response

Description

Students will read a selection of a text or watch a short video and then write a 1-page response to that text or video using a given set of prompts or questions.

Total Possible Points

60.

Writing Assignments

Description

Students will write a 1-page response using a given set of prompts or questions.

Total Possible Points

80.

Presentations

Description

Students will prepare and present multiple presentations for this course. They will use professional writing and speaking skills when crafting and presenting, and they will provide and respond to feedback from their peers.

Total Possible Points

150.

Written Reports

Description

Students will utilize the professional communication skills they have learned in this course to create multiple written reports.

Total Possible Points

2 Minor Reports x 50= 100 points

1 Major Report = 100 Points