

COM 260 (3 units): Advanced Public and Professional Speaking
Department of Communication & Theatre
Point Loma Nazarene University
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REQUIRED MATERIALS & RESOURCES

 Adler, R.B., & Marquardt Elmhorst, J. (2010). *Communicating at work: Principles and practices for business and the professions*. (10th Ed.). New York: The McGraw-Hill Companies



Canvas: You are required to log-in and access your portal. Critical information will be communicated via Canvas.

LEARNING OUTCOMES

- *Discover diverse* career opportunities that utilize public and professional speaking skills and learn practical uses for coursework.
- *Develop* your online business profile and *Recognize* the implications of social media image management and personal brand development.
- *Explore* and *Understand* your strengths and how it affects your communication and interaction with people and tasks.
- *Research* local and regional industries, *Track* trends and *Complete* a SWOT analysis.
- *Introduce* you to a variety of communication settings and prepare you to function competently within these settings.
- *Present* a sampling of professional speeches, individually and in groups.
- *Enhance* overall communication and public speaking skills through refined organization, delivery, creativity, audience analysis, and technology.

COURSE PROCEDURE

1. You are expected to be familiar with all material in Canvas, including this syllabus and class schedule. You can also access assistance by visiting PLNU's website.
2. All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in [Canvas](#). Emailing assignments is NOT an acceptable alternative & will NOT be accepted. If you need assistance with Canvas, ask someone at the Computer Lab or Student Help Desk. You can also access assistance by visiting PLNU's website.
3. EVERY assignment must be TYPED. No handwriting is acceptable. Work should be proofread and free of errors. Please plan ahead. Complete your assignment 24 hours in advance so you have time for plan B.
4. You must take the midterm and complete the final exam presentation; a failure to complete either of these is grounds for failure in the class regardless of point totals. The exam will include book & discussion material.
5. You must complete all the course assignments in order to pass the class.
6. You must be ready to give your speech on the date you are assigned to speak. It is your responsibility to know this date. If you are not present on the assigned speaking day, you will fail the speech. If you are late to class on a speech day you jeopardize partial credit for your speech. Bottom-line: Arrive on time and be ready to speak.
7. Each student is required to dress professionally when presenting speeches. You should be dressed/groomed as if you're interviewing for a job. Command the audience's attention with your professionalism. For example, tight clothing, jeans, flip-flops, uncombed hair (or hair in face), hats, t-shirts, shorts, etc. are nonverbal communicators of "I'm really not taking this speech seriously".

8. Each speech will be evaluated based on several criteria. Grading is both subjective and objective. You will receive an evaluation sheet/rubric in advance.

ASSESSMENT & GRADING

Grades are posted in live-time via Canvas.

Grade Scale (% to Letter):

93-100	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
77-79	C+	0-59	F

- A:** Indicates exceptional work that reflects deep thinking, superb creativity, individual incentive and an extremely high level of intellectual attainment.
- B:** Indicates very good work that reflects a thorough understanding of theory and practice.
- C:** Indicates work that reflects a satisfactory completion of the assignment as directed.
- D:** Indicates work that, although passing, reflects a lack of understanding of theory and/or fails to fulfill the assigned task.
- F:** Indicates work that reflects an inability or unwillingness to do the assigned tasks.

GRADE CONCERNS

I put a significant amount of time and energy in evaluating each of your assignments. If you feel that you were improperly evaluated, please talk to me 24 hours after the assignment has been returned. If at any point during the semester you are concerned about your overall class grade, please feel free to make an appointment, email or call me. Students, who are eager to learn and improve, usually do both. Extra credit and makeup assignments are not available so please do well on the assignments and turn them on the assigned due date.

ATTENDANCE AND PARTICIPATION

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. You are expected to attend each class session. It is recognized that many of you have outside commitments to the university; these are considered excused, but must be cleared with the instructor PRIOR to the absence and written documentation presented, including sports. If you are absent from more than 10 percent of class meetings, I have the option of filing a written report which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice. If the date of de-enrollment is past the last date to withdraw from a class, you will be assigned a grade of W or WF consistent with university policy in the grading section of the catalog. See [Academic Policies](#) in the undergrad student catalog.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due— including assignments posted in Canvas.

USE OF TECHNOLOGY

Point Loma Nazarene University encourages the use of technology for learning, communication, and collaboration. However, cell phones must be turned off before class begins. Laptops, tablets and all other electronic devices cannot be used during lecture/discussion without permission by the instructor or authorized by the [Disability Resource Center](#) (DRC). The use of these technology devices during any class period will count in your absence.

ACADEMIC HONESTY

“PLNU exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed...”(PLNU Catalog). As such students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts as one’s own when in reality they are the results of another person’s creativity and effort. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) for further information.

ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may request academic accommodations. At Point Loma Nazarene University, students must request that academic accommodations by filing documentation with the [Disability Resource Center](#) (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student’s instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See [Academic Policies](#) in the (undergrad/graduate as appropriate) academic catalog.

FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the “Information Release” section of the student portal. See [Policy Statements](#) in the (undergrad/ graduate as appropriate) academic catalog.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site and on Canvas.

COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

EXPLANATION OF CLASS ASSIGNMENTS

See [Canvas](#) for additional assignment details, examples, tips and links.

- 1. Guest Speaker Questions (20 points; 5 points each):** Throughout the semester we will have guest speakers. These speakers have been carefully selected to expose you to different communication career opportunities. Like most professional training sessions, once the speaker is done sharing we will have 15-20minutes of Q & A time. You are expected to thoroughly research their company prior to them speaking. You must create at least three (3) provocative & creative questions to ask the speaker during the Q & A time. Be assertive, you are guiding this time and showcasing your professional speaking skills. Please create different questions each week. Obviously, due to time constraints, many of you will not be able to ask your questions, but you will still be responsible for turning them in. Questions must be typed & numbered, include your first & last name, and leave room to take notes. Remember “you never get a second chance

to make a first impression” and you may need to network with this individual in the future. If you are interested in their field, I highly recommend connecting with them on LinkedIn and sending them a thank you letter. *You must be present in class to get credit.*

2. **The Weekly Report (10 points):** You will write a news summary report on ONE (1) local or regional “big” business news OR ONE (1) business communication trend. You can gather this information from SDUT, NPR, SD Business Transcript, WSJ, NYT, LAT, The Economist or another legitimate news source. Some examples of newsworthy material could include the following: a new industry or business penetrating our local economy, a local company going public, a new communication technology, human resource trends (hiring, training, performance evaluation, intranet), social media trends, etc. When you’re deciding what articles to choose, please conduct a careful and complete audience analysis. The summary report should not exceed one page and should include all source material gathered. Also include 1-2 probing questions to stimulate class discussion. This should be your OWN writing. You will be evaluated based on your topic selection, questions, and quality of writing. You will share this information on your due date. Please use the LibGuide. *Your due date will vary.*
3. **Memo to Your Instructor (20 points):** Submit a memo of approximately one page introducing yourself. Use formal memo format, as described in the Appendix of your text. Use subheadings in the body of your memo. Cover the following three points: a) Relevant personal information b) Personal goals for the class/semester. c) Career goals for the class/semester.
4. **Cover Letter & Resume (40 points):** Compose an impressive cover letter and real-time, chronological resume of your current and past employment experience. You will need to gather information from Canvas, OSV (written & video material), COM 260 LibGuide, and consult the Appendix in your textbook.
5. **LinkedIn Profile (20 points):** You will create your profile following the guidelines that LinkedIn expert, Nick Wolf, shares with you. You will have one LinkedIn workshop in class. You must bring your laptop and a flash drive/hard drive containing a professional photo (professional photos can be done by OSV), a completed summary/personal statement, job experience (with links, if possible), volunteer experience (if applicable), Skills & Expertise, Education (college only), and contact information. You must connect with at least 10 professionals in your field of interest (PLNU staff & faculty not included), obtain at least 5 endorsements (must list skills to be endorsed), and join two groups. At a minimum you should connect with the “PLNU Alumni in Communication” group. *You must connect with me on LinkedIn in order to be evaluated. When you are satisfied with the quality of your profile, please let me know and I will evaluate it. This is due anytime during the semester until the deadline.*
6. **Network 9 Events (20 points):** Register and attend TWO (2) Network 9 events. The preferred events for Communication are on 2/13: Business Development, Marketing, PR & Event Planning and on 3/26: Communication, Sports Broadcasting and Journalism. This assignment is all or nothing. No partial points will be granted. If you have a schedule conflict, I must know by 2/2 in order to grant an alternative assignment. No alternative assignments will be given after this date. These are evening events.
7. **Mock Interview (20 Points):** These will take place during OSV Career Boot Camp on 4/17 (Friday – all day) You MUST REGISTER. You are responsible for making this happen. You must watch the mock interview OSV video prior to this event. You will dress professionally and treat this like a “real” interview. A professional, in line with your career aspirations, will interview you and review your resume (so don’t forget to bring it!). Please review the Common Interview questions (Canvas) prior to this event. Grade is calculated based on the interviewer’s evaluation of the student “candidate”
8. **Special Occasion Speech (30 Points):** This speech is a reflection of your ability to speak eloquently in a real-life, special occasion setting. You will partner up with someone in this class. Each of you will give a Speech of Introduction AND a Special Occasion Speech of your choice. Your partner will introduce you using the “Speeches of Introduction” guidelines not to exceed ONE (1) minute (*no* note cards) and your Special Occasion speech must not exceed TWO (2) minutes (note cards are allowed). You will turn in your note cards. Then you will switch roles. See textbook & Canvas to understand the requirements for each

type of special occasion speech & assignment details.

9. **Elevator Speech (20 Points):** This speech is a reflection of your ability to speak eloquently, given little prior notice, in a real-life setting. Imagine you have survived the cut from the employment interview and now must compete for the final selection. Answer the prompt: “Tell me about yourself and why we should hire you for this job.” You will dress professionally and speak in a conversational style including: 1) appropriate information about yourself and background. You may choose to include your values and/or goals, 2) insight into the needs of the job/company selected, and 3) awareness of the skills & strengths you bring to your position. You must speak for 30-90 seconds. No prior written preparation is allowed. However, you will turn in a “highlight” paper answering #s 1-3.
10. **Informational Interview & Presentation (50 points):** Conduct an interview with a “dream” employer. (Note: “dream” does not mean “make believe”; this is an actual employer.) You cannot interview friends, family, PLNU staff or employees or a current employer. Use this assignment to dive into a career you’ve always wanted to explore and treat it as if you’re applying for the job. This is a golden opportunity. Conduct background research on interviewee and company; Coordinate interview time and date; Develop questions to ask this employer; Dress Professionally; Conduct a 20 minute Interview; Present Findings. You will be graded based on your presentation and interview portfolio (your approved plan, schedule including your questions and notes, obtaining a business card/snapshot of LinkedIn connection, your written analysis, the interviewee’s evaluation of your interviewing skills and your thank you letter (submit a copy of your handwritten letter). You will present a concise 5 minute presentation detailing: person, position & company selected and what you learned. *Please see OSV’s videos & read the packet thoroughly before coordinating this assignment. Portfolios due when speaking. Please see Canvas for more details.*
11. **e-Portfolio (20 Points):** LiveText expert, Stephanie Lehman, you will help you establish an e-Portfolio in LiveText. You must create a LiveText account prior to the LiveText workshop date. A template will be created for you. Bring a laptop with a flash drive/hard drive containing the following mandatory items to the workshop: a professional photo, cover letter, personal statement, resume and strengths. You will have already developed most of this content in class. You may also choose to include achievements (honors/awards/scholarships), personal background (values and goals), internship materials (if course already completed) and exemplary work. You will be evaluated based on your layout construction, detail and quality of writing. There is NO alternative to this workshop session. Failure to attend means failing this assignment. After the workshop, you will have two weeks to complete this assignment. I highly recommend attending one of Stephanie’s “open lab” times to assist you. *This will be due at the end of the semester, see schedule for deadline.*
12. **San Diego Means Business Final Presentation & Report (100 points):** This is your final exam. It is a showcase of your public and professional speaking skills developed and enhanced this semester through reading, lecture, activities and assignments. You will create 4-5 person teams. You will select a fast growing or pinnacle company in San Diego from one of our leading industries. Each group will select a unique industry and company. You will develop a professional report (Sections covered: Overview, HR Analysis, SWOT Analysis and facilitating a Q&A period) and present its findings in a concise, well-planned and engaging presentation not to exceed 25-30 minutes. Please use the LibGuide to help you. Consider your audience to be your colleagues; eager to learn more about San Diego economics, trends and career opportunities. You may also offer refreshments to your guests. Presentation will include visual elements and follow effective PowerPoint rules. You will also turn in a formal report with the details stated in the presentation, a copy of your PowerPoint, any interview information obtained, an APA style reference page, Q&A questions developed to stimulate classroom discussion and any handouts you may be using. *You will be assessing yourself and your peer’s contribution to this assignment. Therefore your grade is based on individual and group contribution.*
13. **Examination (100 points):** You will have one written exam for this course. The midterm exam covers all materials we have read, lectured or the guest speakers have shared until that date. You are responsible for information in the book & articles even if I do NOT lecture on it. I suggest re-reading all the summaries

of every chapter assigned, and reviewing all “terms” (not JUST their definitions, but how they also relate to the “big picture” of communication AND to specific concepts). The final exam is the synthesis of course knowledge performed in the Final Presentation & Report.

- 14. Active Participation (75 points):** During the semester we will have class discussions, small group activities and take-home assignments. Your presence is vital to the class’ learning experience; missing even one day may severely affect your grade. It is at my discretion how these points are distributed; so stay on track.