



Strategic Communication

CMT1010 - Foundations in Communication

3 Units

---

Fall 2022

8/30 - 10/21

---

Meeting Days/Times: N/A

Instructor: Dr. Melissa Newman

Meeting Location: Online, asynchronous

Email: mnewman@pointloma.edu

Final Exam: (Day/Time): Thursday-Friday, WK8

Office Location and Hours: Zoom, by appointment

---

## PLNU MISSION

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

---

## COURSE DESCRIPTION

An introduction to the theory and practice of the human communication process, with an emphasis on public speaking. This course will also introduce students to interpersonal and group communication, public speaking, gender communication, and nonverbal communication.

---

## COURSE LEARNING OUTCOMES

1. Analyze the principles and topics related to human communication, describing and discussing the process of human communication and recognizing the theoretical, practical, and spiritual foundations for effective communication (GELO 1a, 1d)
  2. Assess components necessary for successful presentations, identifying strategies to present effective speeches and constructing and delivering speeches (GELO 1a-d)
  3. Assemble communication competency strategies, examining topics in interpersonal communication and gender communication and explaining the function of nonverbal behavior (GELO 1a, 1d)
-

## GENERAL EDUCATION LEARNING OUTCOMES

- GELO 1a. Written: Students will be able to effectively express ideas and information to others through written communication.
  - GELO 1b. Oral: Students will be able to effectively express ideas and information to others through oral communication.
  - GELO 1c. Information Literacy: Students will be able to access and cite information as well as evaluate the logic, validity, and relevance of information from a variety of sources.
  - GELO 1d. Critical Thinking: Students will be able to examine, critique, and synthesize information in order to arrive at reasoned conclusions.
- 

## INSTITUTIONAL LEARNING OUTCOMES

### 1. Learning, Informed by our Faith in Christ

Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.

### 2. Growing, In a Christ-Centered Faith Community

Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental and social contexts.

### 3. Serving, In a Context of Christian Faith

Students will serve locally and/or globally in vocational and social settings.

---

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

[Adler, R. B., Rodman, G. R., & DuPre, A. \(2021\). \*Essential communication\*.](#) 

---

## COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 8 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

---

# ASSESSMENT AND GRADING

There are 1,000 total points to earn in this course through assignments and activities. Here is a breakdown of the distribution of points amongst assignment groups:

- Discussions - 180 points total
- Weekly Assignments - 240 points total
- Peer Reviews - 80 points total
- Interactive Lessons - 100 points total
- Speeches - 200 points total
- Exams - 200 points total

Grades will be based on the following:

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

---

## STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

---

# 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. Incompletes will only be assigned in extremely unusual circumstances.

---

## PLNU 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.

---

## PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. 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. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

---

## PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

---

# PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

In some courses, a portion of the credit hour content will be delivered asynchronously and attendance will be determined by submitting the assignments by the posted due dates. See [Academic Policies](#) in the Undergraduate Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

## Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

---

# SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the **Office of Spiritual Development**.

---

# SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the [Title IX Office](#). Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at the [Title IX Office | Get Help Now](#)

---

# USE OF TECHNOLOGY


















In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.




















---



## Course Summary:

Date	Details	Due
Tue Aug 30, 2022	 Week 1 Overview	to do: 11:59pm
	 Academic Honesty Verification Statement	due by 11:59pm
Fri Sep 2, 2022	 WK1   Discussion: Self Introduction Mini-Speech	due by 11:59pm
	 WK1   Interactive Lesson: Intro to Communication	due by 11:59pm
Mon Sep 5, 2022	 Week 2 Overview	to do: 11:59pm
Wed Sep 7, 2022	 WK2   Interactive Lesson: Chapter 2 - The Foundations of Verbal Language	due by 11:59pm
	 WK2   Interactive Lesson: Chapter 1 - The Human Communication Process	due by 11:59pm
Thu Sep 8, 2022	 WK2   Discussion 1: Misconceptions about Communication	due by 11:59pm
	 WK2   Discussion 2: Emotional Intelligence (Ch. 2)	due by 11:59pm
Fri Sep 9, 2022	 WK2   Assignment: Journal Response #1	due by 11:59pm
Mon Sep 12, 2022	 Week 3 Overview	to do: 11:59pm
Wed Sep 14, 2022	 WK3   Interactive Lesson: Chapter 5 - The Self and Perception	due by 11:59pm
	 WK3   Interactive Lesson: Chapter 6 - Interpersonal and Electronically Mediated Communication	due by 11:59pm
Thu Sep 15, 2022	 WK3   Assignment: Listening with Empathy	due by 11:59pm
Fri Sep 16, 2022	 WK3   Class Discussion: Group Videos on Verbal/Nonverbal Relationships	due by 11:59pm
	 WK3   Small Group Discussion: Expectancy Violations Theory	due by 11:59pm
Mon Sep 19, 2022	 Week 4 Overview	to do: 11:59pm

Wed Sep 21, 2022	 WK4   Interactive Lesson: Chapter 12 - Developing the Message	due by 11:59pm
	 WK4   Interactive Lesson: Chapter 13 - Structuring the Message	due by 11:59pm
Fri Sep 23, 2022	 WK4   Group Discussion: Visuals in Need of Aid	due by 11:59pm
Sun Sep 25, 2022	 WK4 Assignment: Library Guide	due by 11:59pm
	 WK4   Assignment: Speech Delivery Plan	due by 11:59pm
	 WK4   Midterm Exam	due by 11:59pm
Mon Sep 26, 2022	 Week 5 Overview	to do: 11:59pm
Wed Sep 28, 2022	 WK5   Interactive Lesson: Chapter 14 - The Informative Speech	due by 11:59pm
	 WK5   Assignment: Thesis Statement	due by 11:59pm
Fri Sep 30, 2022	 WK 5   Assignment: Research Assignment	due by 11:59pm
	 WK5   Peer Reviews for Thesis Statement	due by 11:59pm
Sun Oct 2, 2022	 WK5   Assignment: TED Talk (Group)	due by 11:59pm
Mon Oct 3, 2022	 Week 6 Overview	to do: 11:59pm
Wed Oct 5, 2022	 WK6   Assignment: Informative Speech Working Outline	due by 11:59pm
Fri Oct 7, 2022	 WK6   Peer Reviews for Working Outline	due by 11:59pm
Sun Oct 9, 2022	 WK6   Assignment: Connect with Your Audience Remotely (Group)	due by 11:59pm
	 WK6   Assignment: Informative Speech Outline	due by 11:59pm
Mon Oct 10, 2022	 Week 7 Overview	to do: 11:59pm

Tue Oct 11, 2022	 WK7   Interactive Lesson: Chapter 7 - Interpersonal Skills and Conflict Management	due by 11:59pm
	 WK7   Interactive Lesson: Chapter 8 - The Interview	due by 11:59pm
Wed Oct 12, 2022	 WK7   Interactive Lesson: Chapter 10 - Participating in Groups	due by 11:59pm
	 WK7   Interactive Lesson: Chapter 11 - Planning the Message	due by 11:59pm
	 WK7   Interactive Lesson: Chapter 9 - Concept of Groups	due by 11:59pm
Fri Oct 14, 2022	 WK7   Discussion: 3 Killer Persuasion Techniques You Can Learn From Billionaire Warren Buffett	due by 11:59pm
	 WK7   Informative Speech	due by 11:59pm
Sun Oct 16, 2022	 WK7   Assignment: Persuasive Speech Outline	due by 11:59pm
	 WK7   Assignment: Speech Analysis Journal Reflection for Informative Speech	due by 11:59pm
	 WK7   Peer Feedback for Informative Speeches	due by 11:59pm
Mon Oct 17, 2022	 Week 8 Overview	to do: 11:59pm
Tue Oct 18, 2022	 WK8   Discussion: Exam Review	due by 11:59pm
Wed Oct 19, 2022	 WK 8   Persuasive Speech	due by 11:59pm
Fri Oct 21, 2022	 End-of-Course Evaluation	due by 11:59pm
	 WK8   Assignment: Persuasive Speech Self-Analysis	due by 11:59pm
	 WK8   Final Exam	due by 11:59pm
	 WK8   Peer Feedback for Persuasive Speeches	due by 11:59pm
 Final Exam		
 Midterm Exam		