

ITT Technical Institute
CO2520
Communications
Onsite and Online Course

SYLLABUS

Credit hours: 4.5

Contact/Instructional hours: 45 (45 Theory Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisite: Completion of a minimum of 54 credits earned in the program of study including EN1320 Composition I or equivalent

Course Description:

This course focuses on the history, principles and techniques of interpersonal, organizational and mass communications, and on communicating using written, verbal and visual formats

COURSE SUMMARY

COURSE DESCRIPTION

This course focuses on the history, principles and techniques of interpersonal, organizational and mass communications, and on communicating using written, verbal and visual formats.

MAJOR INSTRUCTIONAL AREAS

1. Evolution of communication
2. Characteristics of effective communication
3. Professional communication
4. Interpersonal communication
5. Organizational communication
6. Mass media
7. Self-marketing and interviewing skills

COURSE LEARNING OBJECTIVES

By the end of this course, you should be able to:

1. Describe how communication methods have changed over time.
2. Analyze historical examples of effective communication.
3. Analyze interpersonal communication styles.
4. Analyze organizational communication practices.
5. Analyze mass-media strategies.
6. Analyze appropriate methods of communication for a given scenario.
7. Develop self-marketing strategies.
8. Create a cover letter and resume.
9. Demonstrate and apply interview techniques.
10. Create a professional portfolio.

COURSE OUTLINE

MODULE 1: HUMAN COMMUNICATION

COURSE LEARNING OBJECTIVES COVERED

- Describe how communication methods have changed over time.
- Analyze historical examples of effective communication.

TOPICS COVERED

- Communication Methods
- Communication Ethics
- Approaches to Studying Human Communication

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Alberts, Nakayama, & Martin, Chapters 1 and 2.	No	3.5 hr
Lesson: Study the lesson for this module.	No	1.5 hr
Discussion: Participate in the discussion titled “Evolution of Communication Methods.”	Yes	N/A
Analysis: Submit the analysis titled “Historical Examples of Effective Communication.”	Yes	3 hr
Project: Read and begin the project.	No	1 hr

Total Out-Of-Class Activities: 9 Hours

MODULE 2: COMMUNICATION SKILLS

COURSE LEARNING OBJECTIVES COVERED

- Analyze interpersonal communication styles.
- Analyze organizational communication practices.

TOPICS COVERED

- The Individual, Identity, and Society
- Verbal Communication
- Nonverbal Communication
- Organizational Communication

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Alberts, Nakayama, & Martin, Chapters 3, 5, 6, and 11.	No	8.5 hr
Lesson: Study the lesson for this module.	No	2 hr
Discussion: Participate in the discussion titled “Communication Styles.”	Yes	N/A
Analysis: Submit the analysis titled “Interpersonal Communication in Organizations.”	Yes	2.5 hr
Research 1: Submit the research titled “Organizational Communication Structure.”	Yes	3 hr
Research 2: Submit the research titled “Rules for Nonverbal Communication.”	Yes	3 hr
Project: Continue work on Project Part 1.	No	1.5 hr

Total Out-Of-Class Activities: 20.5 Hours

MODULE 3: PROFESSIONAL COMMUNICATION

COURSE LEARNING OBJECTIVES COVERED

- Create a cover letter and resume.
- Demonstrate and apply interview techniques.

TOPICS COVERED

- Cover Letter
- Resume
- Job Interview

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Alberts, Nakayama, & Martin, Chapter 12.	No	2 hr
Reading: ITT Tech Virtual Library> Basic Search> “Teaching Job Interviewing Skills with the Help of Television Shows.”	No	0.5 hr
Lesson: Study the lesson for this module.	No	2 hr
Discussion: Participate in the discussion titled “The Perfect Interview.”	Yes	N/A
Research 1: Submit the research titled “Cover Letter Creation.”	Yes	3 hr
Research 2: Submit the research titled “Resume Creation.”	Yes	3 hr
Analysis: Submit the analysis titled “Effective Job Interviewing Techniques.”	Yes	3 hr
Project: Continue work on Project Part 1.	No	3 hr

Total Out-Of-Class Activities: 16.5 Hours

MODULE 4: PROFESSIONAL NETWORKING STRATEGIES

COURSE LEARNING OBJECTIVES COVERED

- Analyze mass-media strategies.
- Analyze appropriate methods of communication for a given scenario.
- Develop self-marketing strategies.

TOPICS COVERED

- The Importance of Listening Skills
- Intercultural Communication
- The Importance of Mass Media

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Alberts, Nakayama, & Martin, Chapters 7, 8, and 13.	No	6 hr
Lesson: Study the lesson for this module.	No	2 hr
Discussion: Participate in the discussion titled “Effective Networking Strategies.”	Yes	N/A
Research: Submit the research titled “Mass-Media Communication Strategies.”	Yes	3 hr
Analysis: Submit the analysis titled “Professional Communication Strategies.”	Yes	2.5 hr
Project: Continue work on Project Part 1.	No	3 hr
Project: Begin work on Project Part 2.	No	1 hr

Total Out-Of-Class Activities: 17.5 Hours

MODULE 5: INTERVIEWING SKILLS AND SELF-MARKETING

COURSE LEARNING OBJECTIVES COVERED

- Demonstrate and apply interview techniques.
- Create a professional portfolio.

TOPICS COVERED

- Small Group Communication
- Ethics in Small Group Communication
- The Individual, Small Group Communication, and Society

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
Reading: Alberts, Nakayama, & Martin, Chapter 10.	No	2 hr
Lesson: Study the lesson for this module.	No	2 hr
Discussion: Participate in the discussion titled “Resume Versus Portfolio.”	Yes	N/A
Research: Submit the research titled “Common Interview Questions.”	Yes	3 hr
Analysis: Submit the analysis titled “The Mock Interview.”	Yes	3 hr
Project: Continue work on Project Part 2.	No	5 hr

Total Out-Of-Class Activities: 15 Hours

MODULE 6: REFLECTIONS AND PROJECT

COURSE LEARNING OBJECTIVES COVERED

- Describe how communication methods have changed over time.
- Analyze interpersonal communication styles.
- Analyze organizational communication practices.
- Analyze appropriate methods of communication for a given scenario.
- Develop self-marketing strategies.
- Create a cover letter and resume.
- Demonstrate and apply interview techniques.
- Create a professional portfolio.

TOPICS COVERED

- Emerging Communication Technologies
- Ethics in Communication Technologies
- ePortfolio

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF-CLASS TIME
Reading: Alberts, Nakayama, & Martin, Chapter 14.	No	2 hr
Reading: ITT Tech Virtual Library> <ul style="list-style-type: none"> • Basic Search> “Eportfolio: A Tool for Constructing a Narrative Professional Identity” • Advanced Search> Title: “Building an eportfolio” and Author: “Mark Rowh.” 	No	1 hr
Lesson: Study the lesson for this module.	No	2 hr
Discussion: Participate in the discussion titled “Communication Technologies.”	Yes	1 hr
Project: Submit Project Part 1.	Yes	3 hr
Project: Submit Project Part 2.	Yes	4 hr

Total Out-Of-Class Activities: 13 Hours

EVALUATION AND GRADING

EVALUATION CRITERIA

The graded assignments will be evaluated using the following weighted categories:

CATEGORY	WEIGHT
Discussion	15%
Research	30%
Analysis	30%
Project	25%
TOTAL	100%

GRADE CONVERSION

The final grades will be calculated from the percentages earned in the course, as follows:

GRADE	PERCENTAGE
A (4.0)	90-100%
B+ (3.5)	85-89%
B (3.0)	80-84%
C+ (2.5)	75-79%
C (2.0)	70-74%
D+ (1.5)	65-69%
D (1.0)	60-64%
F (0.0)	<60%

LEARNING MATERIALS AND REFERENCES

REQUIRED RESOURCES

COMPLETE TEXTBOOK PACKAGE

- Alberts, J. K., Nakayama, T. K., & Martin, J. N. (2013). *Human communication in society* (3rd ed.). Boston, MA: Allyn & Bacon.

RECOMMENDED RESOURCES

- ITT Tech Virtual Library (accessed via Student Portal | <https://studentportal.itt-tech.edu>)
 - Basic Search>
 - Bloch, J. (2011). Teaching Job Interviewing Skills With the Help of Television Shows. *Business Communication Quarterly*, 74(1), 7-21.
 - Brown, A. (2011). Brown, A. (2011). Relationships, Community, and Identity in the New Virtual Society. *Futurist*, 45(2), 29.
 - Darics, E. (2014). The Blurring Boundaries Between Synchronicity and Asynchronicity: New Communicative Situations in Work-Related Instant Messaging. *Journal of Business Communication*, 51 (4), 337-358.
 - DeKay, S. H. (2012). Interpersonal Communication in the Workplace: A Largely Unexplored Region. *Business Communication Quarterly*, 75 (4), 449-452.
 - Domagalski, T. A. (2015). Successful workplace communication in the age of technology. *Supervision*, 76(10), 3.
 - Fay, N., & Ellison, T. M. (2013). The Cultural Evolution of Human Communication Systems in Different Sized Populations: Usability Trumps Learnability. *PLOS ONE*, 8(8), 1-9.
 - Gupta, N. (2013). Effective Body Language in Organizations. *IUP Journal of Soft Skills*, 7(1), 35-44.
 - Jenson, J. D., & Treuer, P. (2014). Defining the E-Portfolio: What It Is and Why It Matters. *Change*, 46(2), 50-57.
 - Konieczny, P. (2014). Signs of a Generational Change in Social Movements—Activists' Use of Modern Information and Communication Technologies. *Polish Sociological Review*, (187), 261-290.
 - Kugler, K. G., & Brodbeck, F. C. (2014). Corporate Communication and Worker Perceptions of Conflict Management and Justice. *Negotiation & Conflict Management Research*, 7 (4), 265-281.

INSTRUCTIONAL METHODS AND TEACHING STRATEGIES

The curriculum employs a variety of instructional methods that support the course objectives while fostering higher cognitive skills. These methods are designed to encourage and engage you in the learning process in order to maximize learning opportunities. The instructional methods include but are not limited to lectures, collaborative learning options, use of technology, and hands-on activities.

To implement the above-mentioned instructional methods, this course uses several teaching strategies, such as lessons, model assessments, and assessment templates. Your progress will be regularly assessed through a variety of assessment tools including discussion, research, analysis, and a project.

OUT-OF-CLASS WORK

For purposes of defining an academic credit hour for Title IV funding purposes, ITT Technical Institute considers a quarter credit hour to be the equivalent of: (a) at least 10 clock hours of classroom activities and at least 20 clock hours of outside preparation; (b) at least 20 clock hours of laboratory activities; or (c) at least 30 clock hours of externship, practicum or clinical activities. ITT Technical Institute utilizes a “time-based option” for establishing out-of-class activities which would equate to two hours of out-of-class activities for every one hour of classroom time. The procedure for determining credit hours for Title IV funding purposes is to divide the total number of classroom, laboratory, externship, practicum and clinical hours by the conversion ratios specified above. A clock hour is 50 minutes.

A credit hour is an artificial measurement of the amount of learning that can occur in a program course based on a specified amount of time spent on class activities and student preparation during the program course. In conformity with commonly accepted practice in higher education, ITT Technical Institute has institutionally established and determined that credit hours awarded for coursework in this program course (including out-of-class assignments and learning activities described in the “Course Outline” section of this syllabus) are in accordance with the time-based option for awarding academic credit described in the immediately preceding paragraph.

ACADEMIC INTEGRITY

All students must comply with the policies that regulate all forms of academic dishonesty or academic misconduct. For more information on the academic honesty policies, refer to the Student Handbook and the School Catalog.

INSTRUCTOR DETAILS

Instructor Name	
Office Hours	
Contact Details	

(End of Syllabus)