# Proposal Form For Addition And Revision Of Courses

1. **Proposing College / School:** College of Liberal Arts
   
   **Department:** Communication and Journalism

2. **Course Prefix and Number:** COMM 2403

3. **Effective Term:** Fall 2015

4. **Course Title:** Communication in Organizations (DE)
   
   **Abbreviated Title** (30 characters or less): Comm in Organizations

5. **Requested Action:**
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course
   
   **Current Course Number:**
   
   **Proposed Course Number:**

6. **Course Credit:**

<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours (Repeatability): 3</td>
<td>3 Lecture</td>
<td>3</td>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>

   **Total Credit Hours:** 3

7. **Grading Type:**
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. **Prerequisites/Corequisites:**
   
   *None Must be one of following majors: COMM, JRNL, PRLM*

9. **Restrictions:** List specific restriction in space above.
   - [ ] College
   - [x] Major
   - [ ] Standing
   - [ ] Degree

10. **Course Description:**
    
    (20 Words or Less; exactly as it should appear in the Bulletin)

    Communication in modern organizations emphasizing practice in areas such as interviewing, meeting management, and professional presentations.

11. **May Count Either:** COMM 2400 or COMM 2403
    
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. **Affected Program(s):**

    | Program Type | Program Title          | Requirement or Elective? |
    |--------------|------------------------|--------------------------|
    | Major        | Communication          | 1 required               |
    | Major        | Journalism, Public Relations | elective                |

13. **Overlapping or Duplication of Other Units' Offerings:**

    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)

    - [ ] Applicable
    - [x] Not Applicable
14. Justification:

COMM 2400 Communication in Organizations is an existing course in the School of Communication and Journalism and the AU Bulletin. By adding the 2403 designation, students will have the opportunity to take the course through distance learning. A distance learning option will help many students move through the COMM, JRNL, and PRCM plan of study at an accelerated rate. Adding one distance learning option for a 2000 level COMM course will increase the scheduling options for the school. In addition, this course will aid the school's compliance with the university's strategic plan.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

Existing resources are applicable to support COMM 2403.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

As a result of the student's participation in the course, he/she will be able to:
1. name and explain the basic communication process and organizational models.
2. identify appropriate listening skills.
3. demonstrate an understanding of effective techniques for both the interviewee and the interviewer.
4. demonstrate conceptual understanding of various types of effective chronological and functional resumes.
5. gain an understanding of team membership skills and effective leadership styles and leadership skills.
6. demonstrate a knowledge, practical understanding and application of effective public speaking skills in a business setting.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

COMM 2403 can be modified to follow a ten-week summer session or a 15 week semester. Lectures will be delivered via Panopto podcasts available on Canvas. All assignments will be submitted and graded via Canvas. All assignments are due at 11:59 p.m. on the designated date. The required text for COMM 2403 will be:


<table>
<thead>
<tr>
<th>Week One</th>
<th>Day 1</th>
<th>Introduction and Overview Podcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 2</td>
<td>Podcast for Chapter 7 – Interviewing</td>
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<tr>
<td>Day 3</td>
<td>Podcast for Chapter 8 – Employment Interview Supplemental Assignment #1 due</td>
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<tr>
<td>Day 4</td>
<td>Chapter Summary due</td>
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<tr>
<td>Day 5</td>
<td>Podcast for Chapter 1 – Communication Process</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Week Two</th>
<th>Day 1</th>
<th>Podcast for Chapter 4 – Effective Listening Supplemental Assignment #2 due</th>
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<tbody>
<tr>
<td>Day 2</td>
<td>Podcast for Chapter 5 – Nonverbal Communication Discussion Post due</td>
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<tr>
<td>Day 3</td>
<td>Podcast for Chapter 11 – Informative Presentations Chapter Summary due</td>
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<tr>
<td>Week</td>
<td>Day</td>
<td>Assignment/Activity</td>
</tr>
<tr>
<td>-------</td>
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</tr>
<tr>
<td>Three</td>
<td>1</td>
<td>Supplemental Assignment #3 due</td>
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<tr>
<td></td>
<td>2</td>
<td>Podcast for Chapter 12 – Research, Support, and Delivery</td>
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<td></td>
<td>3</td>
<td>Discussion Post due</td>
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<tr>
<td></td>
<td>4</td>
<td>Midterm Exam due</td>
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<td></td>
<td>5</td>
<td>Podcast for Chapter 13 – Visual Aids Chapter Summary due</td>
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<tr>
<td>Four</td>
<td>1</td>
<td>Podcast for Chapter 14 – Persuasive Presentations</td>
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<tr>
<td></td>
<td>2</td>
<td>Supplemental Assignment #4 due</td>
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<tr>
<td></td>
<td>3</td>
<td>Informative Briefing due</td>
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<td></td>
<td>4</td>
<td>Podcast for Chapter 9 – Small Group Communication and Problem Solving Discussion Post due</td>
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<tr>
<td></td>
<td>5</td>
<td>Chapter Summary due</td>
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<tr>
<td>Five</td>
<td>1</td>
<td>Podcast for Chapter 10 – Participation and Leadership in a Small Group Supplemental Assignment #5 due</td>
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<tr>
<td></td>
<td>2</td>
<td>Podcast for Chapter 6 – Obstacles to Communication</td>
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<tr>
<td></td>
<td>3</td>
<td>Chapter Summary due</td>
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<tr>
<td></td>
<td>4</td>
<td>Sales Presentation due</td>
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<tr>
<td></td>
<td>5</td>
<td>Discussion Post due</td>
</tr>
<tr>
<td>Final</td>
<td></td>
<td>Exam due on assigned exam day</td>
</tr>
</tbody>
</table>

The instructor will provide a variety of opportunities for students enrolled in COMM 2403 to meet with the instructor and discuss all course questions. 

1. Students may submit questions via Auburn University email and the instructor will respond via email.
2. Students may submit questions via Canvas comment feature and the instructor will respond using the comment feature.
3. The instructor will keep on-campus office hours each week for students who want a face-to-face meeting. Also, telephone meetings, as well as Skype conversations can be held during office hours. The instructor will also be available to schedule appointments via in-person, telephone, or Canvas chat room for those students whose schedules do not allow for meetings during the designated office hours.

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)
18. Assignments / Projects:

Discussion Question/Post Assignments
Four discussion questions will be posted on Canvas. Each discussion question will be based on an assigned article. In addition to each student's post, he/she will be required to respond to two other students' posts. Detailed instructions and evaluation criteria will be included in the course syllabus.
Assignment = 100 points (4 posts @25 points each)

Chapter Summaries
Students will prepare a 350-500 word summary emphasizing the main terms and concepts of 6 assigned chapters. Their summary should include a statement of the significance of the chapter. Detailed instruction and evaluation criteria will be included in the course syllabus.
Assignment = 150 points (4 posts @25 points each)

Midterm
Time limited open book online exam using Respondus Lockdown Browser in Canvas
Midterm = 150 points

Final Exam
The final exam will be an essay exam with 3 options for completion. Students may take the exam during the university scheduled exam time with the course instructor proctoring the exam. The second option is for the student to take the exam using the Office of Distance Learning proctored exam rooms. The final option is to arrange for an off-campus proctor. The student must contact the Office of Distance Learning for a copy of the Examination Proctor Form. It is each student's responsibility to notify the instructor of the chosen method of exam administration by midterm.
Final Exam = 150 points

Resume Packet:
Letter of Application and Resume: Students will select a company, non-profit organization, or agency that they would like to work for after graduation. They will prepare a letter of application and a resume for this specific job. Students should follow lecture and textbook for these guidelines.

Interview Questions: Student will prepare questions for a 10 minute interview (8-10 questions.) The questions should fill the 3 phases of an interview: opening, question-response, and closing. The questions should follow an appropriate organizational pattern (identify the pattern you choose to use.) Students should follow lecture and textbook for these guidelines.
Assignment = 150 points

Informative Briefing:
Students will prepare a 4-6 minute informative presentation on a topic appropriate and useful for a business setting. Their topic may relate to employee training, business development, financial investments, group communication in a business, etc. Detailed instruction and evaluation criteria will be included in the course syllabus. Video presentation of briefing will be uploaded to Canvas for evaluation by instructor.
Assignment = 100 points
Sales Presentation:
Students will prepare a 5-7 minute sales presentation promoting a product or service of the company they used for their resume project. According to the textbook, persuasion in business depends on four main factors: evidence and logic, credibility of the speaker, psychological needs of the listeners, opinions held by key people in the audience. Students must include the four factors in their presentation. Video presentation of assignment will be uploaded to Canvas for evaluation by instructor.

Assignment = 100 points

Supplemental Assignments (Detailed instructions will be included in the course syllabus for each of the following supplemental assignments.)

1. Students will be instructed to read five ethics related web pages and then complete "The Netiquette Quiz."

2. Students will be instructed to complete the "Managerial Theories" chart.

3. Students will take online listening test such as "Talk Less Listen More." Results of tests will be submitted via Canvas.

4. Students will select three nonverbal quizzes from the "Getting Through Customs" website. After taking the quizzes they will post a discussion of the results of the quizzes including an explanation of the two items from each quiz that they found the most interesting.

5. Students will view a posted "Employment Interview." Each student will respond to a series of questions by posting their discussion on Canvas.

Assignment = 50 points (5 supplemental assignments @ 10 points each)

(List all quizzes, projects, reports, activities and other components of the course grade — including a brief description of each assignment that clarifies its contribution to the course’s learning objectives)

19. Rubric and Grading Scale:

| Instructor will follow a standard 10 percentage point scale. |
|---|---|
| 950-855 = A | 854.9-760 = B |
| 759.9-665 = C | 664.9-570 = D |
| 569.9-below = F |

(List all components of the course grade — including attendance and/or participation if relevant — with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit:

N/A

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS
Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2098 (V/T/T).