

Course **ECS 2390 Professional and Technical Communication**, ECS 2390.003 (Class/Course 23454 / 004313)

Professor **Wade Crowder, PhD**



Term Spring 2025

(Hybrid)
Monday
11:30am - 12:45pm

Meetings Rm. JO 4.504

Professor's Contact Information

Office Location Rm. JO 3.514 or Classroom

Email Address wac010100@utdallas.edu

Office Hours By appointment, meetings may be remote or in person.
(Students must schedule appointments in advance to confirm availability.)

Course Modality and Expectations

| | |
|---------------------------|---|
| Instructional Mode | Hybrid |
| Course Platform | Hybrid: Rm. JO 4.504 |
| Expectations | <p>Student participation is expected and mandatory throughout the semester. Participation means attending and contributing to class discussions and assigned groupwork, and in-person. Failure to participate collaboratively will result in failure to complete assignments as indicated in assignment description: see collaborative assignment ppt on eLearning. Attendance and late arrivals are documented per class meetings. After 24-hours, late arrivals will remain as absent if student fails to contact the instructor.</p> <p>Attendance grade will be included as part of the total cumulative average.</p> |

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| <p style="text-align: center;">In-Person Learning Guidelines</p> | <p style="text-align: center;">UT Dallas Syllabus Policies and Procedures through Spring 2025</p> <p>The information below constitutes the University's policies and procedures segment of course syllabi and may be referenced by faculty members in their course syllabi.</p> <p>Instructors of record: Please use the following permanent address when referring to this page: https://go.utdallas.edu/syllabus-policies</p> |
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General Core Area 010 Communication

Description: Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

Core Objectives:

Critical Thinking (CT)—to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information

Communication (COM)—to include effective development, interpretation, and expression of ideas through written, oral, and visual communication

Teamwork (TW)—to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

Personal Responsibility (PR)—to include the ability to connect choices, actions, and consequences to ethical decision-making

General Course Information

Pre-requisites, Co-requisites, & other restrictions RHET 1302.

Course Description Expands students' professional and team communication skills and strategies in technical contexts. Integrates writing, speaking, and group communication by developing and presenting technical information to different audiences.

Written assignments focus on creating professional technical documents, such as proposals, memos, abstracts, reports and letters. Presentation assignments emphasize planning, preparing and delivering dynamic, informative and persuasive presentations. Attendance at first class mandatory.

Textbook:

Business and Technical Communication: A Guide to Writing Professionally, Edition 4 by Maribeth Schlobohm and Christopher Ryan. Copyright 2020. This is an online book that can be purchased at the following site:

**Required Texts &
Materials**

<https://he.kendallhunt.com/product/business-and-technical-communication-guide-writing-professionally-0>

Textbook purchase is mandatory as purchase of text is the only way to obtain access code to mandatory and graded chapter quizzes.

Internet connectivity Access to internet is a requirement for the course. The course uses eLearning, which you should check frequently. Reliable connectivity is necessary for class preparation, submission of assignments, and work on group projects.

Technical Requirements/Policies

**Required Texts &
Materials**

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

Course Access and Navigation This course can be accessed using your UT Dallas NetID account on the eLearning website. Please see the course access and navigation section of the Getting Started with eLearning webpage for more information.

To become familiar with the eLearning tool, please see the [Student eLearning Tutorials webpage](#). UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The eLearning Support Center includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tools may also be used during the semester. For more details, please visit the Student eLearning Tutorials webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Server Unavailability or Other Technical Difficulties The University is committed to providing a reliable learning management system to all users.

Students should immediately report any problems to the online eLearning Help Desk. eLearning Help Desk will work with the student to resolve any issues at the earliest possible time. (Waiting until the last minute or 11th hour to submit time sensitive deliverables is not a good strategy for success, as technical difficulty uploading is not a reasonable excuse for late work.)

This course uses eLearning, which you should check frequently. Reliable connectivity is mandatory for class preparation, submission of assignments, and work on group projects.

Unless otherwise instructed, students should bring to class a laptop or tablet with internet connectivity.

Important!

All assignments submitted through eLearning must be submitted via eLearning (Turnitin.com) for credit. (Submission of assignments by any other method for work that is assigned to be submitted through eLearning (Turnitin.com) will not be accepted and will result in a grade of zero. Assignments should be submitted in MS Word files (not pdf, .odt, etc.) so that grading comments and edits may be tracked.

Course Policies

Participation Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in

this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

**Course
Learning
Outcomes**

1. Ability to enhance credibility through communication that adheres to professional and ethical norms.
2. Ability to adapt to different purposes, constraints, and audiences.
3. Ability to develop arguments with front loaded claims and appropriate evidence.
4. Ability to use visual rhetoric to enhance message effectiveness.
5. Ability to collaborate in a team to research, plan, and present information.
6. Ability to research, draft, and edit documents that adhere to technical and professional standards.
7. Ability to prepare organized speeches and present them with appropriate verbal and nonverbal delivery.

ABET Student Outcomes

For the BE, CE, EE, ME, SE and TE programs (Engineering Accreditation Commission)

- a) An understanding of professional and ethical responsibility.
- b) An ability to communicate effectively.

For the CS program (Computing Accreditation Commission)

- a) An understanding of professional, ethical, legal, security, and social issues and responsibilities.
- b) An ability to communicate effectively with a range of audiences.

Assignments & Academic Calendar

[Topics, Reading Assignments, Assignment Due Dates]

The schedule for class topics, readings, and assignments (aside from low-impact assignments, which will be provided in class) is as follows (and please note that all chapter readings are expected to be completed before each class on the dates the chapters are assigned.)

University Policy and Record for Student Identity:

<https://policy.utdallas.edu/utdpp1115>

[Spring 2025 UTD Calendar](#)

Class Meetings and Assignments:

Monday, January 20

No Class Meeting MLK Day

For remote completion on or before the end of day January 22:

Read the Course Syllabus: find and purchase the textbook as described in syllabus: [TEXTBook](#)

Readings: Chapter 1

Chapter 1 Quiz e-book (complete the quiz online) due before end of day.

Monday, January 27 in class Meeting 1

(Assign students to table groups for collaborative assignments.)

Expectations, overview, Daily Minute (each student will introduce him or herself, tell major, and give a brief summary or bio. . . **who are you? in 60 seconds!**)

In-class topics:

Understanding Audience

Considering Cross-cultural audiences

Discussion of Cross-Cultural Assignment **Readings:** Chapter 2

Online Activity: due Jan 29 end of day

Chapter 2 Quiz e-book

Monday, Feb 3 in class meeting 2

Formatting for Cover Letter and Resume assignment

1-page Cover letter format, style, POV, NO 2nd person

Creating and modifying a transitional resume

Ethical considerations: find and read your code of ethical behavior for your chosen field of study. See Chapter one of text for link to code of ethics for your major; ie. <https://www.computer.org/education/code-of-ethics>

Be able to explain the primary ethical points, without reference to text, for your chosen field.

Career Assignment: Define assignment using ppt from eLearning folder found on homepage.

Online Due by Feb 5 end of day

Audience

Reading: Chapter 2 Audience (**Chapter 2 electronic quiz due prior to class.**)

Cross-cultural audiences

Monday, February 10 in class meeting 3

Communication in the pursuit of employment (part II) No reading assignment

***Define and explain **Cross Cultural assignment** using ppt on eLearning.*

Provide examples

Due before end of day February 12

Find and share cross cultural article with table/group members.

Communication in the pursuit of employment (part I)

Reading: Chapter 3 Gaining, Retaining, and Advancing Employment (**Chapter 3 electronic quiz due prior to class.**)

Monday, February 17 in class meeting 4

Define **Internship Assignment:** students will search for internships using

<https://utdallas.joinhandshake.com/login>

Define assignment using ppt from eLearning folder found on homepage.

Students will use memo format to describe the process of searching for an internship using UTD Handshake. Show ppt. from eLearning assignments folder.

Submit Cover Letter and Resume assignment to Turnitin.com on ECS 3390

Homepage link prior to end of day as one document, two pages, due in

Turnitin.com found on eLearning Homepage prior to end of day.

Due before end of day February 19

Correspondence

Reading: Chapter 4 Social Media and Intellectual Property (**Chapter 4 electronic quiz due prior to end of day.**)

Monday, February 24 in class meeting 5

Working in teams

Reading: Chapter 5 Working and Writing Collaboratively (**Chapter 5 electronic quiz due prior to class.**)

(Show TED Video for Teamwork)

In class: Assign teams for team project and discuss the Feasibility Report.

****Submit Cross-cultural assignment, due by end of day!***

Due before end of day February 26

WARNING: Two Quizzes due on this date!

(**Chapter 6 Quiz due:** Document, Poster, and Presentation Design)

Instructive communications

Reading: Chapter 7 Telephone, Text, Email, Letters and Memos (**Chapter 7 electronic quiz due prior to class.**)

Monday, March 3 in-class meeting 6

Reports and Proposals

Continue with examples and rubrics for Feasibility Report.

Reading: Chapter 8 Reports, Proposals, and White Papers (**Chapter 8 electronic quiz due prior to class.**)

Due before end of day Wed. March 5

Read the Feasibility/Rec Report Mentor Template found in Assignments Folder on eLearning.

Design

Reading: Chapter 9 Stand Alone and Supplemental Documents (**Chapter 9 electronic quiz due prior to class.**)

****Submit Career Interview assignment before end of day***

Monday, March 10 in-class meeting 7

Presentations overview, rubric, expectations

Reading: Chapter 10 Presentations (**Chapter 10 electronic quiz due prior to class.**)

Due before end of day Wed. March 12

Work on Team Presentations: meet with group members by remote live modality to discuss, present several attention-grabbing introductions for critique. Record meeting and save to UTD Box; share Box link with instructor according to process described in-class meeting.

(Feasibility Rough Draft due March 12 end of day)

March 17 – 23 Spring Break!

Monday, March 24 in-class meeting 8

Groups will practice Feasibility Speeches intro and attention-grabbing statements.

Due before end of day Wed. March 26

Students will write individual project proposals for Recommendation Report and submit to Turnitin.com through eLearning

Monday, March 31 in-class meeting 9

Feasibility Team Presentations given in class

(Submit Team Feasibility Written Report assignment to Turnitin (one member per team responsible for uploading in class and supervised by instructor)

Due before end of day Wed. April 2

Students will work on Individual Recommendation Reports

Monday, April 7 in-class meeting 10

Students will conclude Feasibility Speeches

Due before end of day April 9

Overview and examination of documents of Recommendation Reports; preview mentor text and grading rubrics for the speech and written report.

Monday, April 14 in-class meeting 11

Individual Meetings for Recommendation Report review of rough draft.

Due Wed. April 16 to be scheduled for remote meetings

Individual meetings; Review rough draft of Recommendation Report

**** (Recommendation Rough Draft Due in Turnitin.com all students)**

Monday, April 21 in-class meeting with individual students 12

Individual meetings; Review rough draft of Recommendation Report
Only those with appointments need to attend.

Due online April 23

Individual meetings; Review rough draft of Recommendation Report
Only those with appointments need to attend.

Monday, April 28 in-class meeting for Recommendation Speeches.

Due online Wed. April 30

Online meeting for Recommendation Speeches

****Submit Individual Recommendation Report assignment (all students, regardless of presentation date)***

Monday, May 5 in class meeting 14

Individual final presentations of Recommendation Report due; all attend

Due online Wed. May 7

Individual presentations for remaining speeches

****Submit Final Reflection to Turnitin.com***

End of course!

Course Policies

Grading

Assignment and Grade Values

Grading is based on the UTD Undergraduate Catalog and a 1000-point cumulative scale for points earned from assignments. Grades are awarded according to the grids on the following page.

| Grade | Cumulative Credit Points |
|-------|--------------------------|
| A+ | 970-1000 |
| A | 930-969 |
| A- | 900-929 |
| B+ | 870-899 |
| B | 830-869 |
| B- | 800-829 |
| C+ | 770-799 |
| C | 730-769 |
| C- | 700-729 |
| D+ | 670-699 |
| D | 630-669 |
| D- | 600-629 |
| F | 0-599 |

Credit points are awarded based upon the following maximum values per assignment or competency:

| ASSIGNMENT | VALUE |
|--|-------------|
| Resume and Cover Letter Assignment | 100 |
| Cross-Cultural Assignment | 100 |
| Career Interview Assignment | 100 |
| Team Feasibility Written Report + Gantt | 100 |
| Team Presentation (and Team Collaboration) | 100 |
| Individual Recommendation Report (Rough Draft 25%, Final Draft 75% of total) | 200 |
| Individual Presentation | 100 |
| Chapter Quizzes + Attendance | 100 |
| Final Reflection + Attendance | 100 |
| TOTAL POINTS | 1000 |

Note: Students must complete and submit major assignments (Team Feasibility Reports and Individual Recommendation Report) and complete the Team and Individual Presentations to pass the course, regardless of average.

Class Participation

Regular class participation is expected and required. Again, students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to university requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Late arrival to class may be recorded as an unexcused absence after 10 minutes or class time. Two late arrivals will result in an unexcused absence.

Policy regarding Generative AI:

BE CAREFUL using Grammarly and other AI editing sources that format your papers and edit. Grammarly is an AI editing tool. Avoid using it.

Unless otherwise approved by Professor Crowder, this course assumes that work submitted by students – all process work, drafts, final works – will be generated by the students themselves, working individually or in groups as directed by class assignment instructions. This policy indicates the following constitute violations of academic honesty: a student has another person/entity do the work of any substantive portion of a graded assignment for them, which includes purchasing work from a company, hiring a person or company to complete an assignment or exam, and/or using generative AI tools (such as ChatGPT or using products such as Grammarly: Free AI Writing Assistance to assist, edit, revise, or otherwise compose some, part, or all of assignments).

Furthermore, all assignments should be fully prepared by the student. Developing strong competencies in the skills associated with this course, from student-based brainstorming to project development, will prepare you for success in your degree pathway and, ultimately, a competitive career. Therefore, the use of generative AI tools to compose, revise, edit, or otherwise produce written assignments is prohibited. Grammarly uses AI tools to correct student writing. Do not use Grammarly to compose, edit, revise, or otherwise improve your writing.

Students may always use the [UTD Writing Center](#) and work one-on-one with a writing tutor.

Students may also use the [UTD CommLab](#).

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course.

Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course.

Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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| Make-up Exams | No exams will be given, so no make-ups are necessary. Quizzes will be given for chapter readings and should be completed prior to the class session in which the chapter is covered. |
| Extra Credit | No extra credit will be offered. |
| Late Work | All assignments are due on the assigned date. Similarly, all presentations are to be conducted on the assigned dates. If the date for your presentation or any deliverable is a problem, you must notify me as soon as possible so that we can address the situation and consider any alternatives. Do not request a new date and time for a presentation in class on the day your presentation is scheduled. It cannot be rescheduled at that point, and you will receive a zero for your grade if you are not able to present. * Late submissions for written work will receive a 33% deduction if submitted within 24 hours of the deadline. Another 33% (for a total of 66%) deduction will be applied if submitted between 24 hours and 48 hours after the deadline. After 48 hours, no credit will be given for the assignment. Please note that the time posted in eLearning will serve as the official time of submission. Incorrect attachments will be evaluated as final submissions, unless alternative submissions are made to the instructor via UTD email prior to the assignment's deadline. If class is canceled for any reason, including inclement weather, the posted assignment due date is still the deadline for the assignment. Please also note that seconds, minutes, or hours late all qualify as being late. Build in sufficient time when submitting assignments to ensure that the eLearning posted time is prior to the deadline. |
| Special Assignments | No special assignments are anticipated. |

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| Personal Circumstances | If personal circumstances impact your performance, please address the circumstances with me as soon as possible. It is possible that we will be able to work around your situation if we can address the circumstance when it arises. Initiating the conversation late in the semester or well after the situation has arisen will limit the likelihood of us finding alternatives or any opportunity to work around your personal circumstances. |
| Deadlines | In industry-related technical communication and in just about any other part of the working world, deadlines are a reality. Failure to meet deadlines leads to issues such as costly delays in product releases, breaking of contracts, lost current or future business, and inconvenienced co-workers. Consequently, this class will focus on the need to meet deadlines. Late or incomplete assignments will be penalized 33% of the assignment grade. For late assignments, the 33% deduction applies to each 24-hour period following the assignment deadline. After 72 hours, an assignment that has not been submitted may receive a score of 0 depending on circumstances. |
| Classroom Citizenship | Students are expected to operate in the classroom in a civil and professional way. Similarly, when working with classmates on projects outside the classroom, students are expected to work with fellow students in a cooperative manner. |
| UT Dallas Syllabus Policies and Procedures | <p><i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</i></p> <p>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</p> |

Page down to read and sign the acknowledgement page.

Signature Page Required

ECS 2390 Professional and Technical Communication, ECS 2390.003

Class/Course 23454 / 004313

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.

Please acknowledge that you have received and reviewed this syllabus.

Signature: _____

Date: _____

Student's Printed Name

**Instructions for electronic signature: download and save this signature page, save as a PDF, go to "Tools" > "Annotate" > "Signature"*

Sign the last page of this document to indicate you've read the entire syllabus and then copy and paste this page number 11 as the last page of the intro writing assignment.