



Course ECS 3390 Professional and Technical Communication, Sections 1, 2, and 3
Professor Maribeth (Betsy) Schlobohm, JD
Term Fall 2016
Meetings MW – check your schedule for class start times

Professor's Contact Information

Office Phone 972-680-3264 (24/7) Do not call or text after 7:00PM
Office Location JO 3.546
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Office Hours MW 1:00 – 2:15PM and by appointment

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 and Junior standing.

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.

**Required Texts &
Materials** Textbook:
M. Schlobohm and C. Ryan, *Business and Technical Communication: A Guide to Writing Professionally*, 2nd Ed., Dubuque: Kendall-Hunt, 2014.

ISBN: 978-1-4652-4456-7. (Please note: it is important that you purchase the second edition of this text.) Alternatively, an electronic version may be purchased at <http://kendallhunt.com/store-product.aspx?id=216492>. The ISBN for the electronic version is 978-1-4652-4673-8.

Suggested Texts, Readings, & Materials Internet connectivity is a requirement for the course. The course uses eLearning, which you should check frequently. Reliable connectivity is necessary for class preparation and work on group projects.

- 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.):

DUE DATE	ASSIGNMENT DESCRIPTION	POINTS
8/22/16	In class assignment: Introduce Classmate, Review Syllabus Homework: Read Chapter 1	In Class: 25
8/24/16	Lecture: Chapters 1. In class: Discuss Chapter 1 Assignment 4 Homework: Chapter 1 Assignment 9 – Due 8/31/16 • Re-write the poem using proper spelling and grammar. Hint: Grammar checker will not get all of the errors, still. • Using Memo format at pp 97-98, write a short explanation	

	(1-2 pages) using format instructions given in class regarding the advantages and disadvantages of using spell checking programs. • Attach the re-write of the poem to the memo • No cover sheet required. See the end of this Assignments list for elements required on all cover sheets. See Chapter 6 @ pp. 128, 146 for cover sheet format samples. • Read Chapters 5 and 9	
8/29/16	Lecture: Chapters 5 and 9 Homework: Due 9/7/16. 1. Write final drafts of the following: • Block cover letter • Modified block cover letter • Thank you letter • Resume • Print out a copy of the advertisement you are applying to and attach it to the assignment • Highlight the key words and phrases you are using in your cover letters and resume to make connection with the company • Cover sheet required for this assignment. 2. Bring two (2) technical questions and answers for class discussion on 9/7/16.	
8/31/16	Turn in homework assignment in hard copy at class start time. Lecture: Technical interviews, top 25 behavioral questions, phone and on-site interview etiquette and dress.	Memo: 25 Poem re-write: 25
9/5/16	Labor Day. No class.	
9/7/16	Turn in homework assignment in hard copy at class start time. • Block cover letter • Modified block cover letter • Thank you letter • Resume • Print out a copy of the advertisement you are applying to and attach it to the assignment • Highlight the key words and phrases in your ad that you are using in your cover letters and resume • Cover sheet required for this assignment. 2 technical questions and answers. In Class: practice technical interview and top 25 questions Homework: Read Chapter 3	Block cvr ltr: 25 Mod. block ltr: 25 Thank you ltr: 25 Resume: 25 Advertisement: 25 Cover sheet: req. Tech Interview Q&A: 25
9/12/16	Lecture: Chapter 3 Slide presentations Homework: Read Chapter 8 for 9/14/16	
9/14/16	Lecture: Chapter 8, Informative presentations Sign Up for Informative Speeches Homework: Due 9/19/16 • Informative speech outline • Informative speech ppt • Informative speeches – 9/21/15 – 9/28/15. See sign up	

	for presentation date you selected	
9/19/16	<i>ALL students turn in Informative speech outline and load ppt to class system at class start time.</i>	pptx: 25 Outline: 25
9/19/16 – 9/26/16	Informative speech presentations	Info Speech: 50
9/28/15	Homework: Due 10/3/16 • Read Chapter 6, Reports • Final revised versions of job search assignment	
10/3/16	<i>Turn in at class start time final edited versions of cover letters, thank you, resume, and include the highlighted advertisement. No ad, no credit for letters or resume. Assignment due date may be subject to change and may be due earlier in the semester.</i> • Block cover letter • Modified block cover letter • Thank you letter • Resume • Print out a copy of the advertisement you are applying to and attach it to the assignment • Highlight the key words and phrases in the ad that you are using in your cover letters and resume • Cover sheet required for this assignment. Lecture: Chapters 6 – Feasibility Reports Homework: Read Chapter 8, Persuasive presentations	Block cvr ltr: 25 Mod. block ltr: 25 Thank you ltr: 25 Resume: 100 Advertisement: required
10/5/16	Lecture: Chapter 8, Persuasive presentations and ppt changes <i>Sign Up for Persuasive Speeches</i> Homework: Due 10/12/15: • Feasibility report – use informal memo style • Power point • Persuasive speech outline • Persuasive speeches begin. See sign up for presentation date you selected	
10/10/16	In Class work day – work on feasibility reports, ppt., persuasive speeches and outlines	
10/12/16	<i>Turn in Feasibility report, persuasive speech outline, and load ppt to class system.</i>	Feasibility rpt memo: 75 Outline: 25 Ppt: 25
10/12/16 – 10/19/16	Persuasive speeches begin and extend for 3 classes through 10/19/15.	Persuasive Speech: 50
10/15/16	Mid-term grades due. Check your grades in Orion.	
10/24/16	Team Project Begins In Class students pick: • 4 teams of 4-5 members • Research topic for proposal of new product, service, product add-on <i>currently not in production or close to being in production but a possibility for 5-10 years in the future</i> Lecture: Team proposal elements and team rules Homework:	

	• Team Rules • Read Chapter 4	
10/26/16	Due: Team Rules – Team assignment Lecture: Gantt timelines Homework: Due 10/31/16 Gantt timeline for team's project	Rules: 25
10/31/16	Due: Gantt Timeline – Team assignment Homework: Read Chapter 8, Team Presentations	Gantt: 25
11/2/16	Lecture: Chapter 8, Team Presentations In class: Impromptu team presentations High/low: pick team proposal presentation date Homework: Extra Credit assignment due: 11/7/15 See eLearning folder for Lab Report. See also Chapter 7 in text.	In Class: 25
11/7/16	Turn in extra credit lab report at class start time. In class: Extra credit impromptu individual speeches	Extra speech: 25 Extra lab rpt: 25
11/9/16	Continue extra credit impromptu individual speeches as needed. Teams work in class.	In class: 10
11/14/16	Teams work in class	In class: 10
11/18/16	Teams work in class	In class: 10
11/21/16– 11/27/16	Fall Break/Thanksgiving holiday	
11/28/16	Teams work in class	In class: 10
11/30/16	Teams work in class.	In class: 10
11/30/16	Due at the beginning of class start time: ALL Team Proposals, including all team member's resumes fully corrected In class: all teams work on pptx and presentations	Team proposal: 100
12/5/16	Due at the beginning of class start time: ALL Team pptx	Team ppt: 50
12/5/16 – 12/7/16	Team presentations Each person must speak – See assignment specifics Team members must be present to receive team project credit	Team Presentation/ Indiv Speaker: 50
	No Final Exam	

Cover Sheets are required for all assignments unless indicated otherwise.

Cover Sheet Elements:

- **Assignment name**
- **Prepared for: Maribeth (Betsy) Schlobohm, J.D.**
- **Prepared by:**
 - Your name, e.g., John Smith
 - Course and Section #, e.g., ECS 3390.001
- **Date, e.g., December 7, 2015 or 7 Dec 2015 – use numbers and month in words as it prevents confusion for an international audience**

Memos do not need additional cover sheets as they use a header:

Date: **Date the assignment is due, e.g., 31 Aug 2016**

To: Maribeth (Betsy) Schlobohm, J.D.
From: Your Name, Course and Section #, e.g., John Smith, ECS 3390
SUBJ: Subject of Assignment, e.g., Chapter 1 Memo and Poem Re-write

NO PRINTING ON REVERSE SIDE FOR ANY ASSIGNMENT. HINT: You will have to change the printer default for printers in ECS computer labs. Printers in class are not always functional.

ALL ASSIGNMENTS DUE AT CLASS START TIME.
Assignments are late if turned in after the class start time.

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 as follows:

Grade	Cumulative Credit Points
A	930-1000
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 point values set forth in the detailed assignments list above.

Additional Course Policies

Make-up Exams	No exams will be given, so no make-ups are necessary.
Extra Credit	There are two extra credit assignments set forth above in the assignments detail. No late extra credit will be received.
Late Work	All written assignments are due at the class start time on the assigned date. All presentations are due on the assigned dates per presentation sign-up sheets. As you choose your own presentation dates, no changes to presentation dates will be made. You will receive a zero for your grade if you are not able to present. Late submissions for written work will receive a 50% deduction if submitted on or before 3:00 PM on the original assignment due date. Assignments submitted after 3:00 PM on the original assignment due date will receive no credit and a score of zero points (0). Incorrect attachments will be evaluated as final submissions. If class is canceled for any reason, including inclement weather, the posted assignment due date is still the deadline for the assignment unless altered via announcement through eLearning. Check eLearning whenever class is canceled for any reason.
Assignment Submission	Assignments are submitted in print format at the class start time. You may NOT print on both sides of the paper. The ECS computer labs use a two-sided print as a

	default. You must either change that default or find a different printer to print your assignments. The printer in class does not always work. Do NOT rely upon the in-class printer to function. Coming to class early to print out your assignment and then turning in that assignment after the class start time will make that assignment turned in late. Any assignment turned in after the class start time is late.
Class Attendance	You are expected to attend all classes, read assigned material, perform all assignments, and contribute to the class. Although I expect you to attend all classes, you may miss one class without explanation or penalty. Additional absences will be reflected in your Communication Competency grade. Absences are also likely to adversely affect your grades in additional ways, as assignments conducted in class cannot be made up outside of class. Just as in a business, I encourage you to let me know in advance if you know when you are going to miss a class and explain your absence if you have missed a class for which you did not give me advanced notice. More than three unexcused absences could result in a failure of the course (grade of "F"). Out of respect for your fellow class members and your instructor, you are also expected to be on time for class. Each set of three tardy arrivals is treated as one absence.
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 as set forth in the Late Assignment paragraph set forth above.
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.
Sharing Confidential Information	Students considering sharing personal information in email, in person, or within assignments or exams should be aware that faculty members and teaching/research assistants are required by UT Dallas policy to report information about sexual misconduct to the UT Dallas Title IX Coordinator. Per university policy, faculty have been informed that they must identify the student to the UT Dallas Title IX Coordinator. Students who wish to have confidential discussions of incidents related to sexual harassment or sexual misconduct should contact the Student Counseling Center (972-883-2527 or after hours 972-UTD-TALK or 972-883-8255), the Women's Center (972-883-8255), a health care provider in the Student Health Center (972-883-2747), the clergyperson (or other legally recognized religious advisor) of their choice, or an off-campus resource (i.e., rape crisis center, doctor, psychologist). Students who are sexually assaulted, harassed, or victims of sexual misconduct, domestic violence, or stalking, are encouraged to directly report these incidents to the UT Dallas Police Department at 972-883-2222 or to the Title IX Coordinator at 972-883-2218. Additional information and resources may be found at http://www.utdallas.edu/oiec/title-ix/resources.
UT Dallas Syllabus Policies and Procedures	<i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</i> Please go to http://go.utdallas.edu/syllabus-policies for these policies.

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

PRINT THIS SYLLABUS.

SIGN IT.

BRING YOUR SIGNED SYLLABUS TO THE FIRST CLASS.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

Please acknowledge that you have reviewed this syllabus and will abide by the Comet Creed.

Signed:

Student

Date

Student's Printed Name