# ECS 3390: Professional and Technical Communication
Section 008                                                    MW 4:00-5:15pm

## General Core Area 010 Communication

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| 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

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| Pre-requisites | 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 | *Business and Technical Communication: A Guide to Writing Professionally.* Second Edition by Maribeth Schlobohm and Christopher Ryan (2014) ISBN: 978-1-4652-7633-9 |

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
   A.  An understanding of professional and ethical responsibility.
   B.  An ability to communicate effectively.

ABET Student Outcomes for the CS Program
   A.  An understanding of professional, ethical, legal, security, and social issues and responsibilities.
   B.  An ability to communicate effectively with a range of audiences.

Tentative Course Calendar

| Date | Agenda | Readings Due | Assignments Due |
|------|--------|--------------|-----------------|
| January 9 | Introductions Importance of Technical and Professional Communication | | |
| January 11 | Principles of Technical Communication | Chapter 1: Principles of Technical Communication | Buy textbook |
| January 16 | No class – Martin Luther King Jr Day | | |
| January 18 | Ethical Considerations | | |
| January 23 | Writing for an audience | Chapter 2: Audience | |
| January 25 | Census Day | | |
| January 30 | Communication in the Pursuit of Employment Part I | Chapter 9: Gaining, Retaining, and Advancing Employment | |
| February 1 | Communication in the Pursuit of Employment Part II | | |
| February 6 | Correspondence | Chapter 5: Telephone, Text-Messaging, Email, Letters, and Memos | **Cover Letter and Resume Due** |
| February 8 | Cross-Cultural Audiences | | Attend Career Expo: February 7-9 11am-4pm Activity Center |
| February 13 | Working in Teams | Chapter 4: Working and Writing Collaboratively | **Cross-Cultural Assignment Due** **Select Team** |
| February 15 | No class – Dr. Moore at conference | | |
| February 20 | Reports and Proposals | Chapter 6: Reports, Proposals, and White Papers | **Career Expo Assignment Due** |
| February 22 | Instructive Communication | Chapter 7: Stand-Alone and |  |

| | | Supplemental Documents | |
|---|---|---|---|
| February 27 | Design | Chapter 3: Document and Presentation Design | |
| March 1 | Presentations | Chapter 8: Presentations | |
| March 6 | Presentations Day 2 | | |
| March 8 | Social Media | Chapter 10: Social Media and Intellectual Property | |
| March 13-17 | Spring Break! | | |
| March 20 | Write Individual Project Proposals | | **Individual Project Proposals due at the end of class** |
| March 22 | Personal Statements | | |
| March 27 | Presentation Practice | | **Team Report Due** |
| March 29 | Team Presentations | | **Team Presentations** |
| April 3 | Individual Presentation Practice | | |
| April 5 | No traditional class<br><br>Individual Meetings for Rough Drafts of Recommendation Report with Dr. Moore (by appointment) | | |
| April 10 | No traditional class<br><br>Individual Meetings for Rough Draft of Recommendation Report with Dr. Moore (by appointment) | | |
| April 12 | Individual Presentations (all attend) | | **Recommendation Reports Due** |
| April 17 | Individual Presentations (all attend) | | |
| April 24 | Individual Presentations (all attend) | | |

| April 26 | **Last Day of Class** Individual Presentations (all attend) | | **Final Reflection and Revision Assignment due** |
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**\*\*There is no final exam in this course
\*\*Submission of your first assignment acknowledges your reading and understanding of class policies.

## Course Policies

### Grading: Assignments and Core 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 GRADE 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 the following maximum values per assignment or competency:

| ASSIGNMENT | VALUE |
| --- | --- |
| Resume and Cover Letter Assignment | 85 |
| Cross-Cultural Assignment | 80 |
| Career Expo | 85 |
| Team Feasibility Report | 100 |
| Team Presentation (and Team Collaboration) | 100 |
| Individual Recommendation Report | 125 |
| Individual Presentation | 125 |
| Final Reflection and Revision | 100 |
| Communication Competency | 100 |
| Minor/Low Impact Assignments | 100 |
| **TOTAL POINTS** | **1000** |

### Attendance

You are expected to attend all classes, read assigned material, actively engage in class, and complete all required assignments. Although I expect you to attend all classes, you may miss one class without penalty. Additional absences will be reflected in your Communication Competency grade. If you miss more than 4 classes (two weeks of class), you may earn an F in the course.

Just as in your future professional lives, you are expected to actively engage in class and conduct yourself professionally. You will be counted absent for excessive use of your cell phone and for sleeping in class.

When working with classmates on projects outside the classroom, students are expected to work with fellow students in a cooperative manner. If issues arise in group work, notify me immediately so that we can work toward a solution. Failure to participate in a team assignment can result in a failing grade on the assignment.

If personal circumstances impact your performance or attendance in class, please contact me to address those circumstances as soon as possible.

**Tardiness/ Leaving Class Early**
Arriving on time to class is a courtesy to your professor and your classmates. You are given two "free" tardies, but any additional tardies are counted as absences.

Unless you have discussed it with me prior to class, if you leave class early without permission, it will be counted as an absence.

**Late Work**
I do not accept late work: all assignments are due to eLearning on the assigned due before the start of class and should also be printed prior to class (unless otherwise indicated). Similarly, all presentations are to be conducted on the assigned due dates.

**Email**
Emails to your professor should be regarded as practice in using good correspondence principles. Every email you send should contain a subject, a greeting, a signature, and correct grammar.

**Extra Credit**
No extra credit will be offered in this course.

**Special Assignments**
Aside from attendance at either the Intern Fair or Career Expo, no special assignments are anticipated.

**Syllabus Policies and Procedures**
The information contained in the following link constitutes the university's policies and procedures segment of the course syllabus: http://go.utdallas.edu/syllabus-policies


Professor's Contact Information
Dr. Lindsay Moore
Email: lem150330@utdallas.edu
Office Hours: Mondays 5:15-6:00pm or by appointment in JO 3.530.