



## BAAS 305: Corporate Communications Spring 2014

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### COURSE INFORMATION

#### **Required Textbook**

*Technical Communications, 6/e*  
By: Rebecca Burnett  
ISBN 1-4130-0189-0

#### **Course Description**

This course is a study of the effective exchange of information between individuals and organizations including email, reports, memorandums, letters, presentations, web page design, advertising, marketing, and public relations.

Emphasis will be placed on professionalism, etiquette, and awareness of a multi-cultural environment in both internal and external communications. MS Word, MS Excel Spreadsheets, MS Power Point, and E-mail will be reviewed as tools of information exchange.

#### **Course Objectives**

- Describe rhetorical elements that experienced communicators consider, including context, organization, and purpose through planning, creation, and presentation of written and oral presentation material.
- Identify the synergistic link between understanding reading and writing of technical and business information in multi-cultural environment in corporate communications.

- Study, develop, and practice ethical collaborative skills that enhance enhanced communications using effective timelines and schedules.
- Design and select effective visuals using technology to enhance specific communication functions.
- Understand the relationship of the design of information to the critical goals of accessibility/legibility, comprehensibility/readability, and usability.

## COURSE REQUIREMENTS

**Discussion Board: 25%** Each chapter will have a discussion area in which you will be required to discuss the various topics I have up. Each student is required to post and reply to every topic for full credit. Merely making a post to the topic will not ensure full credit. You must DISCUSS the topic, which, at the very least, requires a **post and two responses**. Discussions will be graded on content – in other words – quality control. I'm not grading you on length; however, one word posts will get you nothing. I want to see that you are actively participating and actually thinking about your posts and responses. Remember, for a discussion to take place, you must make posts as well as responses to each topic! I also expect the grammar, spelling, punctuation, and capitalization to be that of a college educated person. I do not want to see posts that look as if you are text messaging your best friend. **Discussions for each chapter will close on the Due Date listed for that particular chapter! Please see the course calendar located at the end of the syllabus for due dates.**

**Chapter Assignments: 75%** For each chapter you will be given an assignment that will be turned in to the drop box. More detail can be found under each chapter heading in eCollege. **Please see the course calendar located at the end of the syllabus for due dates.**

**NOTE: I will deduct one letter grade for each day an assignment is late.**

**\*If you miss an assignment because you are in the hospital, please fax me a copy of the admission and release forms with dates. If you miss an assignment or quiz because of a death in the family, please fax me a copy of the newspaper clipping stating you as the surviving, spouse, parent, child, grandchild, or brother/sister.**

**Extra credit work will NOT be assigned so please do not ask.**

## TECHNOLOGY REQUIREMENTS

### First time eCollege users

Students taking online courses are required to familiarize themselves with eCollege by going through the eCollege tutorial or orientation process. This will ensure that each student will have sufficient knowledge on how to accomplish the requirements of the course. It is NOT the Instructor's responsibility to teach students how eCollege works. **The Instructor assumes that each student has a working knowledge of eCollege and has a MyLeo e-mail address.** eCollege is generally very user friendly; however, should you have any

questions or concerns about it, you may want to complete an eCollege orientation. You can access the online eCollege Orientation by selecting the link to **Online Student Tutorial** before you enter your course.

### **Hardware/Software Requirements**

As the course is conducted totally online, students will be expected to have basic computer literacy skills, access to a reliable computer that is connected to the internet, and Microsoft Office 2010 or older. Also, back-up access to required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology and internet resources. For those students in doubt about the necessary technology, refer to the following website:

<http://online.tamuc.org/index.learn?action=technical>

### **Email**

As a student enrolled at Texas A&M University-Commerce, you have access to an email account via myLeo. All emails sent by me from eCollege (and all other university emails) will go to this account, so please be sure to check it regularly. Conversely, you are to email me via the eCollege email system or your myLeo email as our spam filters will catch yahoo, hotmail, etc. and I will not check for your email in spam.

## **ACCESS AND NAVIGATION**

### **Technical Support**

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege Help Desk, available 24 hours a day, seven days a week. The Help Desk can be reached by sending an email to [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or by calling 1-866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

### **Course Concerns**

If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact your instructor via email or through the "Virtual Office".

## **COMMUNICATION AND SUPPORT**

The **best** way to contact me is by email. This is an online course; therefore, expect most communication to be online as well. All emails **must** include BAAS 305 as the first and use proper email etiquette. The instructor will respond to emails within 24 to 48 hours Monday-Friday that include the appropriate subject line and student name. **NOTE: Leo-Mail will be used for all**

communication for this course! You must check your email on a regular basis! You can have your Leo-Mail forwarded by clicking on Options, Holiday Setting, and typing in the forwarding email address under Forwarding Settings and clicking Save.

However, in order to avoid duplication of questions and answers, I prefer that you post all class related questions in Virtual Office. It is likely that your peers will have the same question. Questions or concerns of a personal nature should be sent to my email address via eCollege.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures:

The Instructor reserves the right to administratively drop any student who does not log into the class web site for **seven (7)** consecutive days after the course officially starts. Any student who will not be able to log into the class web site for more than **seven (7) days** (i.e., because of an extended business trip) should contact the Instructor in advance to avoid an inadvertent drop from the course.

### PROFESSIONAL CONDUCT

The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. If I feel that you have not contributed appropriately in class, or that you have complained about assignments and grading policies, your final course grade may be reduced accordingly. Additionally, I expect every student to maintain a professional level with respecting opinions of the instructor, students, and guest speakers. Understand that this factor is highly subjective. In extreme cases, the instructor reserves the right to **withdraw** students from the class with a final grade of 'F'.

### Academic Integrity:

If you are to excel in this course, the need for collaboration is undeniable, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you **must** do your own work. My personal policy, which will guide this course, is this: **I trust you to behave honestly and ethically in all circumstances**. Please ask me if you have questions about what is proper and what is not.

**Academic Honesty:** Plagiarism and other forms of academic dishonesty will not be tolerated.

### University Specific Procedures:

*ADA Statement*

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**  
**Texas A&M University-Commerce**  
**Gee Library 132**  
**Phone (903) 886-5150 or (903) 886-5835**  
**Fax (903) 468-8148**  
[StudentDisabilityServices@tamu-commerce.edu](mailto:StudentDisabilityServices@tamu-commerce.edu)  
[Student Disability Resources & Services](#)

### *Student Conduct*

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct* from *Student Guide Handbook*.)

# JANUARY 2014

# BAAS 305

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13 1st Class Day Spring 2014	14 Ch. 1 Opens Begin discussions Begin assignments	15	16	17	18
19	20	21	22	23	24 Academic Honesty Policy Due	25 Ch. 1 Closes Discussions Close Assignments Due
26 Ch. 2 Opens Begin discussions Begin assignments	27	28	29	30	31 Graduation Application Deadline for Spring 2014	

# FEBRUARY 2014

# BAAS 305

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<b>1</b>  Ch. 2 Closes Discussions Close Assignment Due
<b>2</b>  Ch. 4 Opens Begin discussions Begin assignment	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>  Ch. 4 Closes Discussions Close Assignment Due
<b>9</b>  Ch. 5 Opens Begin discussions Begin assignment	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>  Ch. 5 Closes Discussions Close Assignment Due
<b>23</b>  Ch. 6 Opens Begin discussions Begin assignment	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	

# MARCH 2014

# BAAS 305

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<b>1</b>  Ch. 6 Closes Discussions Close Assignment Due
<b>2</b>  Ch. 9 Opens Begin discussions Begin assignment	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>  Ch. 9 Closes Discussions Close Assignment Due
<b>9</b>  Daylight Savings Time Begins	<b>10</b>  Spring Break	<b>11</b>  Spring Break	<b>12</b>  Spring Break	<b>13</b>  Spring Break	<b>14</b>  Spring Break	<b>15</b>
<b>16</b>  Ch. 10 Opens Begin discussions Begin assignment	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
<b>23/30</b> Ch. 11 Opens Begin discussions Begin assignment (30 <sup>th</sup> )	<b>24/31</b>	<b>25</b> Last day to drop from Spring 2014	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>  Ch. 10 Closes Discussions Close Assignment Due



# APRIL 2013

# BAAS 305

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5  Ch. 11 Closes Discussions Close Assignment Due
6  Ch. 12 Opens Begin discussions Begin assignment	7	8	9	10	11	12
13	14	15	16	17	18	19  Ch. 12 Closes Discussions Close Assignment Due
20  Happy Easter Ch. 13 Opens Begin discussions Begin assignment	21	22	23	24	25  Last day to withdraw from Spring 2014	26
27	28	29	30			

# MAY 2013

# BAAS 305

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3 <b>Ch. 13 Closes</b> <b>Discussions Close</b> <b>Assignment Due</b>
4	5	6	7	8	9	10 <b>Commencement</b>
11 <b>Mother's Day</b>	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26 <b>Memorial Day</b>	27	28	29	30	31