



BAAS 305.01W: Corporate Communications Summer I 2015

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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. 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 am not grading you on length of the post. 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. **Discussions for each chapter will close on the Due Date listed for that particular chapter!**

Chapter Assignments: 75% - For each chapter you will be given an assignment that will be turned into the Dropbox. More detail can be found under each chapter heading in eCollege.

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

Students are required to use university email accounts (Leo Mail) for correspondence with the instructor. This protects your academic privacy, and streamlines communication with the instructor. As a student enrolled at Texas A&M University-Commerce, you have access to your Leo Mail account via myLeo and within eCollege. All emails sent by me from within eCollege (and all other university emails) will go to this account, so please be sure to check it regularly. University spam filters sometimes catch yahoo, hotmail, etc., so be sure to use university email (Leo Mail).

Please note that all email correspondence should include, at the minimum, the course and section number, student name, and CWID. Proper capitalization and punctuation is also required.

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 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 the following information: BAAS 305.01W, Student Name, Student CWID, proper capitalization and punctuation, and proper email etiquette. Note that emails sent to the instructor from within the eCollege course will automatically contain the BAAS 305 in the subject line. 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.**

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. I expect every student to maintain a professional level with respecting opinions of the instructor and other students. In extreme cases of misconduct, the instructor reserves the right to drop 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@tamuc.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*.)