EAST TEXAS A&M
— U N I V E R S I T Y —

COMS, 1321, & Business/ Professional Speaking
COURSE SYLLABUS: Fall 2025

INSTRUCTOR INFORMATION

Instructor: Sarah Gonzales
Office Location: Virtual
Office Hours: M-F, 8:00 AM – 9:00 AM; 3:00 PM – 4:00 PM:
University Email Address: sarah.gonzales@etamu.edu
Preferred Form of Communication**: Email**
Communication Response Time: Within 24 hours, emails received over a holiday or on weekends will be responded to on the next business day.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbooks: (Provided in the course at no cost)
Communication in the Real World: An Introduction to Communication Studies
Author: Licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License, except where otherwise noted.

Business Communication for Success
Author: Saylor Academy under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 License without attribution as requested by the work's original creator or licensor. Year Published: 2012

Principles of Public Speaking
Author: Lisa Schreiber, licensed under a CC BY-NC-ND License. This work is licensed under a Creative Commons Attribution 4.0 International License.

Course Description
This is a comprehensive, integrated approach to the study and application of written and oral business communications. This course prepares you to use speaking skills

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in making effective oral presentations, whether alone, whether face-to-face, virtually or as part of a group.

Student Learning Outcomes

Upon successful completion of this course, students will:
1. Demonstrate communication competence through an understanding of the foundational communication models.
2. Demonstrate essential public speaking skills in professional presentations.
3. Demonstrate written and oral competencies related to job searches, professional interaction, conflict management, leadership, and performance appraisals.
4. Explain essential dyadic and small group processes as they relate to the workplace.
5. Utilize various professional technologies as they relate to competent communication.
6. Describe how to communicate within diverse or multi-cultural workplaces.

COURSE REQUIREMENTS

Instructional Methods

Instructional methods will include, but are not limited to:
- assigned readings
- group discussions via online discussion boards
- video and digital instruction

Student Responsibilities or Tips for Success in the Course
- Be willing to engage and participate in each unit - this includes being actively engaged in discussion posts, connecting with your peers, asking questions, and providing timely feedback for peer and self-critiques
- Ask questions! The more you communicate with the teacher and your peers, the more you will take away from this class.
- Time management is a wonderful skill to build - we will build our time management by honoring deadlines and using our course time wisely.

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%
B = 80%-89%

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C = 70%-79%

D = 60%-69%

F = 59% or Below

Total points corresponding to the final letter grades

A = 890- 1,000 Points

B = 790-889 Points

C = 690-789 Points

D = 590-689 Points

F = 589 & Below

Assessments

Calendar and Assessments

Module	Dates	Read	Content	Assignment
Getting Started	Opens: August 25 **DUE: September 8** Closes: December 12	**Syllabus**	Course Expectations Communication Foundations Getting to Know the Team; Understanding your audience; Ethics in communication;	**Virtual Learning Environment Acknowledgment- 20 points** **Syllabus Acknowledgement - 20 points** **Discussion Post #1 - 60 points** **100 total points**

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Business Communication	Opens: September 8 **DUE: September 29** Closes: December 12	Assigned Articles and Readings	Writing effective emails, FB posts, Twitter posts, Crisis communication publications; Plain language; Reviewing your writing; Feedback on communication;	**Discussion Post #2 - 60 points** **"What If" write-up- 30 points** **Social Media Company Analysis - 50 points** **Monroe Starting Point- 10 points** **Quiz #1- 20 points** **170 total points**
Informative Speaking	Opens: September 8 **DUE: October 27** Closes: December 12	Assigned Articles and Readings	Developing business presentations; Informative presentations; "State of the Field" Informative Speech Presentations	**Discussion Post #3 - 50 points** **Discussion Post #3 reply- 10 points** **State of the Field Speech- 100 points** **Self-Evaluation- 20 points** **Quiz #2- 20 points** **150 total points**
Business Writing	Opens: October 27 **DUE: December 1** Closes: December 12	Assigned Articles and Readings	Developing business presentations; Career/Business communication; Resume/Cover letter work & Mock Interview recordings;	**Discussion Post #4 - 50 points** **Discussion Post #4 Reply- 10 points** **Resume- 20 points** **Cover Letter Analysis- 20 points** **Mock Interview Video Recording- 50 points** **Monroe Check-in- 10 points** **Quiz #3- 20 points**

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				180 total points
Business Speaking	Opens: October 27 **DUE: December 12** Closes: December 12	Assigned Articles and Readings	Business Unit: Sell yourself & your image; Language Choice, Brand design	**Discussion Post #5 - 50 points** **Discussion Post #5 Reply- 10 points** **Persuasion write-up- 30 points** **Product Pitch- 50 points** **Self-Evaluation - 10 points** **Monroe Final- 20 points** **Quiz #4- 30 points** **200 total points**
Comprehensive Unit	Opens: August 25 **DUE: December 12** Closes: December 12	All Units	All Units	**Course Participation- 100 points (20 per unit)** **My three takeaways- 50 points** **My final reflection- 50 points** **200 total points**

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Census Day is September 10, 2025
Midterm Grades will be posted on October 20, 2025
Final Grades will be posted on December 15, 2025

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:
https://community.brightspace.com/s/article/Brightspace-Platform-Requirements

LMS Browser Support:
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool
https://inside.etamu.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

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Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

https://community.brightspace.com/support/s/contactsupport

Interaction with Instructor Statement

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook. https://inside.etamu.edu/admissions/registrar/documents/studentGuidebook.pdf.

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: https://www.britannica.com/topic/netiquette

TAMUC Attendance

For more information about the attendance policy please visit the Attendance webpage and Procedures 13.99.99.R0.01 http://www.etamu.edu/admissions/registrar/generalInformation/attendance.aspx

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03
Undergraduate Student Academic Dishonesty Form

http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf

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Graduate Students Academic Integrity Policy and Form

[Graduate Student Academic Dishonesty Form](https://inside.etamu.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf)

https://inside.etamu.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf

Students with Disabilities-- 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
East Texas A&M University
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@etamu.edu

Website: [Student Disability Services](https://www.etamu.edu/student-disability-services/)

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Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

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Web url:
http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M Supports Students' Mental Health

The Counseling Center at East Texas A&M, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit **www.etamu.edu/counsel**

Mental Health and Well-Being
The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.

http://telusproduction.com/app/5108.html

AI use policy [Draft 2, May 25, 2023]

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.
Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).
Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware

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of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty
13.99.99.R0.10 Graduate Student Academic Dishonesty

Department or Accrediting Agency Required Content

COURSE OUTLINE / CALENDAR

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