



**VETT 250 – Veterinary Professional Communication
CRN 83729**

Course Syllabus: Fall 2025
Web Based Course

INSTRUCTOR INFORMATION

Instructor: Ms. Kristi Geckler, MS, LVT
Office: Veterinary Biomedical Technology – 100A
Office Number: 903-886-5203
Office Hours: By appointment via email
University Email: Kristi.Geckler@etamu.edu
Communication Response Time: 24-48 hours

COURSE INFORMATION

Required Textbooks:

- **Front Office Management for the Veterinary Team, 3rd ed.**
 - Author: Heather Prendergast BS AS RVT CVPM
 - ISBN: 9780323570404

Recommended Materials:

- **Job Readiness for Health Professionals Soft Skills Strategies for Success, 4th ed.**
 - Author: Elsevier Inc.
 - ISBN (paperback): 9780323635998
 - ISBN (ebook): 9780323674744

Software Required: Any Internet vehicle including Google Chrome, Firefox, etc. that follows that below supported browsers. Also, lecture materials, supplemental worksheets, videos, and slides will be available which will need to be opened using Adobe PDF, Microsoft Word, Microsoft Excel, and Microsoft Power Point.

Optional Texts and/or Materials: There will be links to images, videos, and other supplemental materials.

The syllabus/schedule are subject to change.

COURSE DESCRIPTION

This course is designed to cover professional client communications that may be encountered in a veterinary practice. This course will include, but not be limited to, the following: basic communications skills the psychology of client relations, client communication, leadership, social media, receptionist duties and dealing with difficult clients, malpractice, human-animal bond, euthanasia, death and dying.

STUDENT LEARNING OUTCOMES

1. Students will be able to understand the basics of communication and recognize nonverbal communication identifying body language, gesture, facial expression, and posture.
2. Students will be able to understand how to deal with conflict situations and how to manage conflict in a productive manner.
3. Students will be able to understand the importance of client communications, client education, and ethical client relations as it relates to medical treatment and interacting with a grieving client.
4. Students will be able to understand the importance of the VCPR and other legal aspects of veterinary medicine.
5. Students will understand the career planning process that includes self-assessment, personal development, and a career portfolio as a way to gain initial entry into the workplace.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Using the learning management system, using Microsoft Word and PowerPoint, using presentation and graphics programs, etc.

Instructional Methods

This course will be using the D2L learning platform. D2L is how lecture content, assignments, discussions, quizzes, and tests will be delivered.

Student Responsibilities and Tips for Success in the Course

Examples include:

- Regularly logging into the course website, approximately 2 hours of weekly study and 2 hours of participation time expected. These anticipated times are an estimation and may require more or less.
- The student will be held responsible for being familiar with all material presented in lectures, reading, and classmates' presentations.
- The student is expected to participate in all course activities and complete all examinations and course assignments on time.

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- Any changes in the course schedule, such as examination dates, deadlines, etc., will be announced ahead of time via **email** and on the **D2L website**.
 - It is the student's responsibility to be informed of these changes. It is the student's responsibility to be informed about deadlines concerning registration (e.g., last day for withdrawal, etc.).
- Communication: The instructor will communicate with students through email and D2L.

GRADING

1. Attendance and Participation

- You are expected to "come to class".
- With a web based only class, that means you need to be logging in and participating weekly.
- It is highly recommend that you log in **daily** to ensure you do not miss any due dates, quizzes or assignments.

2. Assignments/Worksheets

- There will be weekly assignments/homework from the textbook.
- **Absolutely no late work will be accepted.**
 - If you need an extension on a due date, you must ask for it in advance.
- **Extensions will not be granted if the due date has passed.**
- **LATE WORK = ZERO**
- **If you do not schedule and complete your interview prior to the due date = Zero**

3. TPR

- These are questions to introduce the modules, meant to simply get you thinking about the topic. They are graded for completion, not correction, as many of these questions ask for your thoughts and opinions which have no "correct" answers.
- This assignment will be found online and assigned to you on D2L. Pay attention to these due dates.

4. Journal Club and Rounds

- As is a common practice in veterinary medicine, we will have discussions aka "Rounds".
- You will be expected to comment on at LEAST 2 other classmates. A good back and forth with comments, thoughts, and additional questions are what make "Rounds" a useful tool for learning even more from each other.
- These posts need to be well thought out and exhibit critical thinking and meet all points listed within the initial discussion prompt to receive full credit. All posts and replies to posts need to be professional.
- This is often done in an online format on the Veterinary Support Personnel Network (VSPN) and Veterinary Information Network (VIN) and in a face-to-face

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format in vet tech school, vet school, internships and residency programs. It is a crucial learning tool in veterinary medicine.

5. **Client Education Project/Presentation**

- **Client Education Project/Presentation:** A description of project topics can be found in D2L.
- Students will choose one of the projects topics. There will be an online sign-up sheet for topics. Students may design and propose their own projects if approved by the instructor.
- You will create a 1 page handout/brochure for clients.
- You will then present your topic to another and record it. You will post the recording to the group discussion so that everyone can complete peer evaluations and their feedback will be the basis of your self-evaluation.
- All students must present using visual aids (Power Point, models, etc.)
- Correct APA citation must be given for all sources.

6. **Job Readiness**

- You will create a resume, write a cover letter, and participate in a mock interview then follow up with a final thank you note.
- This is meant to get you ready for your future job hunting and will hopefully help you find gainful employment someday.
- Your grade will be based heavily on your self-evaluation of your interview.

7. **Professionalism**

- Students will be evaluated in two categories for professionalism:
 - **Punctuality and Attendance:**
 - If you are logging into class and you are turning in your work, you will receive full marks for this section as this is a straightforward class with minimal interaction between students.
 - **Attitude and Ethics:**
 - If you are caught cheating on anything, this will automatically cut this category in half
 - You will receive a zero for that assignment/quiz/exam and there may be additional consequences, to be determined by the instructor.
 - Attitude is evaluated **each time** you communicate with course instructors.
 - Are you sending professional emails?
 - Are you disagreeing in a respectful way?
 - It is okay to disagree with something, but it must be done appropriately
 - Are you looking for resources or answers first before asking for help?

8. **Final Exam**

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- The final exam will be comprehensive/cumulative and will open **ONLINE** from Monday-Friday of finals week.
- No smart phones/cell phones/tablets can be used on the exam.
- Your final exam will consist of 1-2 questions from each module.
- These will be short answer/essay questions.
- The week before will be a review week and you will work in groups to create mock exam questions
 - These will be short answer/essay questions
- I will pick these questions from the bank of questions that you all create and that I then turn into the OFFICIAL study guide.
- Only questions listed on the OFFICIAL study guide will appear on the final. There will be no surprises.

The final grade in the course will be based on your accumulated total points during the semester according to the following distribution:

Professionalism	50
TPR	50
Assignments	100
Client Education Project	55
Journal Club and Rounds	140
Job Readiness	75
Final Exam	125
Total	595

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

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or below

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

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Zoom Video Conferencing Tool:

https://inside.tamuc.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, an ETAMU 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.

TECHNICAL SUPPORT

If you are having technical difficulties 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

Late work will not be accepted.

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

The syllabus/schedule are subject to change.

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://issuu.com/docs/25e55b4d3078ed6ae51aa88b86c13cf9>

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

ETAMU Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedures 13.99.99.R0.01](#).

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all 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](#)

Graduate Students Academic Integrity Policy and Form

[Graduate Student Academic Dishonesty Form](#)

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 reasonable accommodation of their disabilities. If you have a disability requiring accommodation, please contact:

Office of Student Disability Resources and Services

East Texas A&M University

Velma K. Waters Library – Room 162

Phone: 903-886-5150 Fax: 903-468-8148

Email: StudentDisabilityServices@etamu.edu

Website: [Student Disability Services](#)

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.

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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 University 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.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University 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 University, 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. For more information regarding Counseling Center events and confidential services, please visit their website.

Location: Hallady Student Services Building – Room 203

Phone: 903-886-5145

Website: [Counseling Center | East Texas A&M University, ETAMU](#)

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.



[Counseling Center: TELUS | East Texas A&M University, ETAMU](#)

AI Use Policy [Draft 2, May 25, 2023]

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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 of such requirements and follow their instructors guidelines. If no instructions are provided the students 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.

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)
[Graduate Student Academic Dishonesty Form](#)

Department of Accrediting Agency Required Content

<https://www.avma.org/education/center-for-veterinary-accreditation/accreditation-policies-and-procedures-avma-council-education-coe>