

## COM 352 Business and Professional Communication

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University of Alabama  
Fall 2019

**Course Description** - Application of self-presentation and interaction concepts and skills to the transition from undergraduate studies to professional life, including resume preparation and presentation, interviewing, and interaction management in business and professional settings.

### Required Reading

Quintanilla, K. & Wahl, S. (2020). *Business and Professional Communication: Keys for Workplace Excellence*. Thousand Oaks, CA: Sage Publication.

### Course Objectives

This course will help students to:

- Prepare and present an effective resume and cover letter
- Demonstrate excellence in professional interviewing
- Prepare and demonstrate professional business presentations
- Network with others and work effectively with a team
- Identify and navigate current organizational dilemmas, conflicts, and concerns
- Demonstrate knowledge of careers and internships for communication professionals
- Articulate professional strengths and weaknesses
- Describe a professional strategy for achieving career goals

### Course Requirements:

**Reading Quizzes** - Occasional reading quizzes are given in class on unannounced dates. 10% of course grade.

**Resume** - You will create your resume and participate in an editing and critique process during class. *Details in course packet*. 20%.

**Mock Interview and Portfolio** – You will be assigned to work with a peer for a 10-15 minute mock interview during class, in which you answer questions and showcase and/or describe a portfolio piece. Your portfolio piece can be any printed work product such as a flyer, brochure, communication plan for an event, training materials, newsletter, speech outline, writing sample, or website page. You'll both interview and be interviewed by your peer. *Scoring sheet and assignment details in course packet*. 20%.

**Interview Reflection Paper** - This 3-4 page paper is due after you complete the mock interview in class. Describe your experience with the in-class mock interview, and with the resume/cover letter-writing experience leading up to the interview. *See details in packet*. 5%.

**Now What? Final Paper** – A 6-8 page paper, describing a specific personal vision for your future business and professional success. Locate a job advertisement from an organization that

you may one day wish to work for. Summarize the structure and expectations of the job. In the appendix of the paper, provide a work sample from your portfolio. *See details in course packet.* 10%.

**Attendance and Participation** - Daily class, peer, and group and writing activities will be graded on quality of contribution, promptness, and evidence of preparation. For example, you will be asked to participate in conflict and negotiation scenarios, deliver an elevator pitch, and participate in a NASA Lost on the Moon activity. 20%.

### Weekly Schedule

<b>Date</b>	<b>Topic</b>	<b>Readings</b>
Week 1	Syllabus and Course Overview	
Week 2	Business and Professional Excellence in the Workplace Verbal and Nonverbal Communication Due: Introduce Your Peer – <i>2 minute speech: hometown, work experience, role models &amp; influencers, pivotal turning points during college</i>	Chapters 1 and 2
Week 3	Listening Getting to Know Your Diverse Workplace Discussion: What can I do with my degree? Due: Syllabus quiz answers	Chapters 3 and 5
Week 4	Resumes and Cover Letters Discussion: How would you rate the quality of your current resume? Assign Resume and Cover Letter	Chapters 4 and 9
Week 5	Resume and Cover Letter Workshop Due: Printed copy of your revised resume and cover letter Due: Critique of Your Partner’s Resume & Cover Letter	
Week 6	Interviewing Discussion: How would you rate your current interviewing skills?	Chapter 4 (cont’d)
Week 7	Interpersonal Communication Strengthening Team Communication and Conducting Meetings Activity: NASA Lost on the Moon Activity	Chapters 6 and 7
Week 8	Conflict and Negotiation Activity: Conflict and Negotiation scenarios	Chapter 10
Week 9	Mock Interviews (Pairs 1-5)	
Week 10	Mock Interviews (Pairs 6-10) Due: Interview Reflection Paper	
Week 11	Professional Presentations and Speeches Activity: Organize and write elevator pitches	Chapters 11 and 12
Week 12	Professional Presentations and Speeches Activity: Rehearse elevator pitches	Chapter 13

Week 13	The Professional Portfolio – How to Showcase Your Work Assign the Now What? Final Paper	Chapter 9 (cont'd)
Week 14	Bargaining and Negotiation: The Power of Persuasion Activity: Conflict and Negotiation scenarios	Chapter 10 (cont'd)
Week 15	Technology in the Workplace Activity: Writing professional emails and social media posts	Chapter 8
Week 16	Work-Life Balance Bringing it all together: Course overview	Chapter 14
Exam Week	Due: Now What? Final Paper	