

**COMM 1010-008 ELEMENTS OF EFFECTIVE COMMUNICATION**  
Spring Semester 2017 (Tue. & Thu; 8:30-9:50 a.m.) TB Room 306  
Taught by **Dave Gagon**

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**INSTRUCTOR CONTACT INFORMATION**

Office: N/A  
Office Hours: N/A

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**REQUIRED TEXT**

COMM 1010 SALT LAKE COMMUNITY COLLEGE - Communicating at Work: Strategies for Success in Business and the Professions (SLCC Custom Edition) (2013). Adler, Elmhorst & Lucas. ISBN – 13: 978-0-07-780404-6

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**COURSE DESCRIPTION**

Effective communication is frequently cited as one of the most important elements contributing to corporate and personal success. This course will:

- 1) Introduce you to **basic theoretical concepts** designed to improve your interpersonal and organizational communication competence.
- 2) Provide you with an opportunity to **apply** these concepts and **practice** these skills.

The communication concepts we will study include listening, verbal & nonverbal messages, negotiation, conflict management, and diversity in workplace and interpersonal settings. This is an applied class. You'll practice using communication concepts in dyadic, small group, written, electronic, and oral presentation assignments.

**COURSE OBJECTIVES:**

After successfully completing COMM 1010, you will be able to

1. Describe the transactional nature of communication.
2. Explain principles and techniques of effective communication in interpersonal, group, organizational, written, electronic, and public speaking contexts.
3. Successfully apply the above knowledge in actual small group, organizational, public speaking, and interpersonal situations.
4. Write valid and well-supported analyses of communication problems encountered in real-world situations using the correct business formats in writing memos, letters, reports, and proposals.

**Salt Lake Community College Learning Outcomes**

SLCC is committed to fostering and assessing the following student learning outcomes in its programs and courses: acquiring substantive knowledge in the field of their choice; developing quantitative literacies; developing the knowledge and skills to be civically engaged; thinking critically; communicating effectively. This class is designed to help you achieve all of these goals except quantitative literacies.

**Communication as General Education**

This course fulfills the Communication requirement for the General Education Program at Salt Lake Community College. Each General Education class you take is important and useful in its own right, yet you will only become truly educated as you learn to connect the varied information you encounter in each of these class with the different methods of organizing human experience that are practiced by different disciplines. This communication course, when combined with other General Education courses, will enable you to develop broader perspectives and deeper understandings of your community and the world. As a whole, the General Education program will enrich your understanding and enable you to challenge previously held assumptions about the world and its inhabitants.

**E-Portfolio Assignment**

Beginning Summer Semester 2010, each General Education class will require you to submit one assignment to your E-Portfolio and to enter a reflection about how this assignment relates to your life and career goals. The E-portfolio assignment for this class is your career research interview. Students who have not yet started their ePortfolio should begin by choosing one of the following platforms: [www.yola.com](http://www.yola.com), [www.weebly.com](http://www.weebly.com), or [www.wordpress.com](http://www.wordpress.com). Please refer to the Student ePortfolio Handbook for information about each platform. For further information regarding the Gen Ed ePortfolio, students should visit [www.slcc.edu/gened/eportfolio](http://www.slcc.edu/gened/eportfolio).

**NOTE:** the SLCC Curriculum Committee has carefully reviewed the content of this class. Each assignment serves the purpose of acquainting you with a different aspect of communication competence. Therefore, you cannot pass this class unless you submit all four projects. For examples, if you get As on three of the projects but you decline to participate in the team project or the speech, your grade would automatically revert to a D.

All the class assignments can be found at <http://communications1010documents.weebly.com>  
SOME ASSIGNMENTS WILL NEED ADJUSTMENTS THROUGHOUT THE SEMESTER

## ASSIGNMENTS

Project: Career Research Interview, memo, and thank-you letter (2 parts @ 40 pts each)

Project: Personal Improvement Proposal

Project: a) PowerPoint slides and draft of speaking outline  
b) Individual oral presentation (accompanied by PowerPoint)

Project: a) Team project (formal written report, using reflective thinking sequence)  
b) Individual participation points for the team project

Quizzes (5 quizzes @ 20 points each)

Submit E-portfolio assignment

Final exam

Class attendance & participation

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## POINT/GRADE DISTRIBUTION

	B+ = 87-89%	C+ = 77-79%	D+ = 67-69%	
A = 94-100%	B = 83-86%	C = 73-76%	D = 63-66%	E = 0-60%
A- = 90-93%	B- = 80-82%	C- = 70-72%	D- = 60-62%	

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## Notice for students interested in majoring in Communication at SLCC followed by a Communication major at University of Utah:

Communication is one of the most popular majors at the University of Utah. COMM professors at SLCC have worked out a cooperative agreement with the COMM Dept. at the U of U. The process is beneficial for SLCC COMM students and is easy to do.

As transfer students, SLCC COMM majors will receive higher priority for enrollment, along with other perks. If you meet the criteria below, you can automatically transfer into the U COMM Dept. as a declared major, instead of taking nine hrs at the U before applying to their Dept. You'll be able to transfer four SLCC classes directly to your COMM major. To qualify, you must

- (1) earn an A.A. or A.S. degree at SLCC with an emphasis in COMM;
- (2) achieve a 3.2 GPA (cumulative or COMM class cumulative), and
- (3) complete a Transfer Interest Group class (one class meeting per week). This class, COMM 3020, is taught in the fall at the U, and spring at SLCC. Reduced tuition is available for SLCC students.

Check out the SLCC Communication Department web site at <http://www.slcc.edu/communication/index.asp>

## CLASS INFORMATION AND POLICIES

**Student Code of Conduct:** As a student of SLCC, you are expected to read, be familiar with, and abide by the SLCC Student Code of Conduct. Compassion, respect, and tolerance toward other members of the college community are essential characteristics of an educated person. Plagiarism (claiming someone else's work or ideas as your own), academic dishonesty, or cheating of any type is not conducive to learning. This includes helping others cheat. Don't take the chance: the penalties are (1) failure and (2) a guilty conscience.

**Etiquette:** Practice good E-etiquette by turning all cell phones to the "off" or "vibrate" position before class begins. If you should arrive to class late, please enter as unobtrusively as possible. Refrain from packing up books and papers until class has been formally dismissed.

**Accommodations for disabilities or other challenges:** Students with disabilities that need accommodations, please contact me on the first day. Also contact the Disability Resource Center: Redwood College Center 008 or SCC W138. Phone: 957-4659 (voice) or 957-4646 (TTY). Students who would like counseling and support for stress, anxiety, substance abuse problems, depression, or debilitating illness may contact the Health and Wellness Center (Redwood SC 035; SCC W175; 957-4268; [www.slcc.edu/hw](http://www.slcc.edu/hw)).

**Attendance & punctuality:** This is an applied communication class. You need to be present to communicate. Roll will be taken in each class. You will earn 1.5 points for every class you attend in its entirety. If you don't miss any classes, you will earn two extra-credit points, raising you

attendance score to 50. You may not sign the roll if you arrive to class more than 10 min. late. Your name will be crossed off if you leave early. It is **your** responsibility to be sure you have signed the roll sheet each day you are present. For information about weather cancellations, call 957-INFO (957-4636).

**Assigned readings:** Students are expected to study the assigned readings and prepare answers to the assigned study questions BEFORE class discussions. The more you put into this class, the more you will gain from it. You're paying a lot for your education. Make the most of it!

**Types of assignments:** To receive a grade of C or better in this class, you must take five quizzes, submit three analytical papers, and participate in an oral presentation. Even if you don't think you'll do well, you must at least ATTEMPT to complete all the required assignments. See your course packet or your class Web site for a complete description of quizzes and assignments.

**Timeliness of assignments:** Written work is due on the date specified in this syllabus. I won't announce these dates in class; it is your responsibility to attend to the dates in the syllabus. If you experience extenuating circumstances, you may submit **one written assignment OR one quiz** up to two weeks late, with permission from your professor. Each student may use this privilege **only one time** during the semester. **Ten percent will be deducted** from the score of a late assignment or quiz, regardless of the reason. I won't accept any assignments more than two weeks late. Please don't abuse this "late" privilege.

**Specifications for written work:** Most written assignments will be turned in through CANVAS. On the first page please label your paper by typing single-spaced on five lines in the upper left -hand corner the following information: your name, assignment title, instructor's name, class and section number, and date. All pages (except the first) should be numbered and double-spaced. Papers that do not meet these standards will be returned without a grade. The appearance of your documents makes a powerful impression, so be sure to proofread your papers carefully before you submit them, and make sure margins are correct. If you have questions about mechanics (grammar, punctuation, style) I will be happy to help you.

**Evaluation of assignments:** Assignments will be evaluated by a set of professional standards rather than against the performance of other students in the class, and grades will be based on achievement, not effort. Both mechanical and factual correctness are obligatory. Since we will be communicating in the English language, your ability to use English grammar and punctuation professionally will impact your grade significantly. I will distribute specific criteria for each assignment. If you want to earn an "A," you'll need to follow these criteria carefully.

**Withdrawal from class:** Any student who fails to withdraw but does not attend class and/or submit assignments will receive an "E" grade for the course. The instructor will not award "I" grades to non-participating students.

### Syllabus Statement—Important Information for Students

**General Education** Regardless of your major, General Education courses build a foundation of broad knowledge and skills that help you in your further career and life. <http://www.slcc.edu/gened>

**General Learning Support & Tutoring Services** provide support for SLCC students enrolled in any class at the College. All resources are provided free-of-charge. Ask your instructor about discipline-specific learning support and tutoring services.

The **Tutoring and Learning Centers** provide free assistance in Math, Science, Accounting, CSIS and Allied Health Classes at 6 campus locations. <https://www.slcc.edu/tutoring>

The **Student Writing Center** provides in-person and online feedback on all writing assignments. <http://www.slcc.edu/swc>

The **Academic Literacy Center** provides tutoring in reading and conversation. <https://www.slcc.edu/english/academic-literacy-center.aspx>

**Library Services** provides research help, print and online resources, computers and study space. [libweb.slcc.edu](http://libweb.slcc.edu)

The **ePortfolio Lab** provides drop-in assistance for all ePortfolio questions. <http://eportresource.weebly.com/>

**eLearning Support** provides support for navigating online and hybrid classes. <https://slcc.instructure.com/courses/297606>

The **Business Resource and Innovation Center** provides tutors and a study space for students in Business and CSIS courses.

Located in BB 226 on Taylorsville-Redwood Campus.

**Advising and Counseling Support Services** provide support for students enrolled in any class at the college.

The **Center for Health and Counseling** provides health care, mental health counseling, massage therapy services and healthy lifestyle programs. <http://www.slcc.edu/chc/index.aspx>

**Veterans' Services** assists hundreds of students in using their VA education benefits each semester. <http://www.slcc.edu/veterans>

**Academic and Career Advising** helps students plan, explore, make decisions, access resources and evaluate their academic and career goals. And the Academic Achievement Center helps students achieve GPA requirements for graduation.

<https://www.slcc.edu/academicadvising>

<https://www.slcc.edu/academic-achievement-center/index.aspx>

**Student Code of Conduct:** [http://www.slcc.edu/policies/docs/Student\\_Code\\_of\\_Conduct.pdf](http://www.slcc.edu/policies/docs/Student_Code_of_Conduct.pdf)

### COURSE SCHEDULE

Readings and assignments are to be completed by the dates shown below. The instructor reserves the right to modify this schedule during the semester and announce the changes verbally in class, not in writing. If you miss a day, ask a classmate to fill you in on what you missed.

Week	Date	Topics/Activities	Readings Due	Assignments Due
<b>UNIT 1: COMMUNICATION BASICS</b>				
1	1/10 1/12	Introduction; Syllabus; Nature of communication; Communication networks	Ch. 1	
2	1/17 1/19	Communication channels; Communication ethics Co-cultural communication; Organizational cultures Diversity and Ethical Issues	Ch. 1 & pp. 357-358 Strategies for Ethical Persuasion Ch. 2 Ch. 2	
<b>UNIT 2: INTERVIEWING; BUSINESS WRITING (each student will interview a professional in their chosen career field and submit an evaluation of the interview. This is the General Education E-portfolio Signature Assignment)</b>				
3	1/24 1/26	<b>Quiz #1: (Ch. 1,2)</b> Student as interviewer Formal memo & letter formats	Ch 6 Appendix III (pp.402-416)	
4	1/31 2/2	<b>Assign Career Research Interview Project</b> Other types of workplace interviews	See packet: <b>Career Research Interview Assignment</b> Ch 6	
<b>Unit 3: INTERPERSONAL COMPETENCE (each student will submit a personal change proposal)</b>				
5	2/7 2/9	<b>Quiz #2: (Ch. 6, Appendix III pp. 405-407)</b> Listening	Ch 3	<b>Interview Part 1 due</b>
6	2/14 2/16	Nonverbal communication; Verbal communication	Ch 4	
7	2/21 2/23	Supportive communication; Responding to Criticism Managing conflict; Negotiation	Ch 5 (pp. 109-125) Ch 5 (pp. 125-135)	<b>Interview Part 2 due</b>
8	2/28 3/2	<b>Assign Individual Proposal</b> <b>Quiz #3: (Ch. 3-5)</b>	Ch. 12 (pp. 354-355) Ch. 12 (pp. 339-350)	

<b>UNIT 4: INFORMATIVE PRESENTATION COMPETENCE (each student will deliver one individual informative public presentation accompanied by a PowerPoint display)</b>				
9	3/7 3/9	Developing & organizing your presentation Assign Individual Informative Speech w/ PPT	Ch 9; Appendix II (pp. 391-401) (Informative Presentations) Ch. 10	
10	3/14 3/16	<b>SPRING BREAK</b> <b>SPRING BREAK</b>		
11	3/21 3/23	Delivery; Logical fallacies PowerPoint; Visuals;	Ch. 11; Ch. 13 (pp. 426-427) (Logical Arguments) Ch. 12; Packet handouts on Effective PowerPoint	<b>Individual Proposal Part 1 – outline for PowerPoint</b>
12	3/28  3/30	<b>Quiz #4: (Ch. 9-12)</b> Individual informative presentations Individual informative presentations	Work on individual informative presentations	<b>Speeches due w/Part 2 and Part 3</b>
<b>UNIT 5: WORKING IN TEAMS (each team will make a decision by applying the reflective thinking sequence &amp; will submit one formal written report)</b>				
13	4/4 4/6	Individual informative presentations Individual informative presentations	Work on individual informative presentations	<b>Speeches due w/Part 2 and Part 3</b>
14	4/11 4/13	Working in teams Problem-solving communication in teams Writing reports <b>Assign Formal Written Group Report</b>	Ch. 7 and Appendix III: pp. 402-418  See packet: Group Decision-Making Report Assignment	
15	4/18 4/20	Work on team meeting #1 Work on team meeting #2	Ch. 8	
16	4/25 4/27	<b>Quiz #5: (Ch. 7, 8)</b> Work on team meeting #3 Work on team meeting #4	<b>Study for Final</b>	
17	5/1 5/3	<b>FINALS</b>		<b>Formal Written Report due</b>