Department: Communications
Discipline: Speech Communication
Course Number: SPCH1321
Course Title: Business & Professional Communication
Available Formats: Face-to-Face, Internet, Hybrid
Campuses: Levelland, Reese, Plainview, Lubbock Center

Course Description and Purpose

Welcome to SPCH 1321-Business & Professional Communication! It is my sincere hope that you will learn to enjoy the process of public speaking while gaining confidence, improving your skills, and making new friends.

This course includes the basic principles of speech applied to communications in business and professional settings. The course emphasizes practice in the construction and delivery of several types of speaking situations and the application of interpersonal skills that occur in a business, organizational, or professional setting.

Prerequisite: None **Credit:** 3 **Lecture:** 3 **Lab:** 0 **This course partially satisfies a Core Curriculum Requirement**: Institutional Foundational Component Area (090)

Core Curriculum Objectives addressed

- **Communications skills**—to include effective written, oral and visual communication
- **Critical thinking skills**—to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Teamwork**—to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Personal Responsibility**—to include the ability to connect choices, actions, and consequences to ethical decision-making.
- **Social Responsibility**—to include the demonstrated knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Professor Information

Professor: Rebecca Greene
Email: rgreene@southplainscollege.edu   **Phone:** 806.716.2445
Face to Face Office Hours   Levelland CM 138   **Lubbock Downtown Center B007**
                                          M/W 1:30-3:00pm   T/Th 12:30-3:00pm
                                          F 11am-Noon
Virtual Office meetings can be easily planned with an email or course message.
If you would like to meet virtually, send me an email, and we can set up a Zoom meeting with a cell phone or laptop.

Free Course Textbook Business Communication: Strategies for Success by Tasha Davis,
https://sites.google.com/austincc.edu/buscommoer/home

Supplies & Requirements

1. Textbook (see above)
2. One audio recording device (most students use a phone or laptop-ask me if you don't have something to record with BEFORE buying something)
3. Notebook(s) and pen/pencil/highlighter
4. Choice of sensory aid materials for oral presentations
5. Access to a computer and Blackboard for online activities, quizzes, and tests
6. Check Blackboard Announcements and Weekly Assignments at least 3 times per week.

Communication Plan

- If you email me between Sunday afternoon and Friday at 1 p.m., you can expect a reply within 24 hours or less.
- If you email me after 1 p.m. on Friday or over the weekend, you can expect a reply by Monday afternoon.
- If you don't receive a reply within these timeframes, PLEASE **email me again and ask about your previous message.**
- I will use Blackboard messages and Microsoft Office email. I slightly prefer Microsoft email, but I will answer from the platform you choose.
- **I will post course-related announcements in Blackboard. You will miss essential information if you don't read them.**
- Please feel free to ask me questions AFTER you have read the relevant course information and/or watched the video if there is one. I cannot personally give instructions to each student, but I am **happy** to answer questions you have AFTER you have prepared by reading and/or watching. If it is obvious you have not read/watched, I will refer you to the correct place for the answer.

Student Self-Care & Mental Health

According to everydayhealth.com in an article called What is Self-Care and Why Is it Important for your Health? by Moira Lawler, "Self-care is anything you do to take care of yourself so you can stay physically, mentally, and emotionally well. Its benefits are better physical, mental, and emotional health and well-being. Research suggests self-care promotes positive health outcomes, such as fostering resilience, living longer, and becoming better equipped to manage stress.

Common examples of self-care include: maintaining a regular sleeping routine, eating healthy, spending time in nature, doing a hobby you enjoy, and expressing gratitude. Self-care can look different for everyone, but to count as self-care, the behavior should promote health and happiness for you." Ha! I am just remembering how hard it was to do most of these things in college, and that was before I was a parent and caretaker.

I care about your mental and physical health. I realize that the vast majority of students have many responsibilities and we each have different loads that we carry. I want you all to succeed. We all have problems. If there is anything I can do to help you, please let me know! Really.

SPC does have mental health information and services. This is a link to where you can find the resources online. https://www.southplainscollege.edu/health/studenthealth.php This information comes from the website: Licensed professional counseling is available free of charge to students.

In-person counseling services are available on the Levelland Campus and Lubbock Downtown Center. Virtual appointments are available for all campuses.

    Office Hours: Monday – Friday 8:00 am-4:00 pm
    For more information, please call 806-716-2529 or email **rcanon@southplainscollege.edu**

Student Learning Outcomes

Upon successful completion of this course, students will:

1. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.
2. Demonstrate essential public speaking skills in professional presentations.
3. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
4. Apply essential dyadic and small group processes as they relate to the workplace.
5. Utilize various technologies as they relate to competent communication.
6. Demonstrate effective cross-cultural communication.

Course Requirements for Students

1. Read the information assigned; you will be tested on this material, in addition to class lecture/discussion materials on scheduled exams.
2. Take thorough notes and study all lecture material, informational handouts, and assigned readings.
3. Actively participate in class discussions and group activities.

4. Show maturity and professionalism in the preparation of assignments and in online behavior.
5. Show courtesy to classmates/speakers.
6. Initiate consultations with the instructor when assistance is needed regarding class assignments.
7. Appropriately cite information obtained from other sources, both in written and verbal formats. Please refer to the academic honesty section below for further details.
8. Initiate withdrawal from the course if you have if absences become excessive.

Student Code of Conduct Policy

Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

AI Use Policy

The ethical use of AI is encouraged in this course because recent industry trends indicate employers want you to know how to use AI *INTELLIGENTLY*.

1. AI is a tool to support your learning, but it cannot replace the critical thinking, creativity, and independent work that are integral to your academic growth.
2. If you use AI to generate a presentation outline, you are required to substantially revise and personalize it using my guidelines. Specifically, you must:
    a. Verify all citations for accuracy and link them to the source (AI-generated citations are often incorrect or fabricated)
    b. Add proper VERBAL source citations according to my instructions
    c. Expand content with additional research information and analysis
    d. Incorporate your own insights, examples, and perspectives
    e. Submissions that consist primarily of unmodified AI output will receive no credit. Simply accepting AI-generated content without critical engagement does not demonstrate learning or meet course standards. AI should serve as a starting point for your work, not a replacement for thoughtful engagement with course material.
    f. When you use AI to assist our work, cite it, for example, Outline generated by ChatGPT, January 15, 2026.

Using AI responsibly for other coursework

1. AI tools can be excellent for brainstorming and refining your work, but they cannot replace your own thinking. Keep in mind that AI-generated content is often:
    - Factually incorrect
    - Supported by inaccessible, outdated, or completely fabricated citations
    - Generic and forgettable
2. For Professional Documents: While AI can help polish your resume or cover letter, wholly AI-generated materials are usually too bland to stand out. *Your authentic voice, experiences, and skills are what make you memorable to employers.*
3. What's Not Allowed: Submitting AI-generated assignments without substantial original contribution is prohibited and will receive no credit.

AI can be an effective tool for brainstorming ideas and refining your work, but it should enhance, not replace, your own critical thinking. See the campus AI policy.
http://catalog.southplainscollege.edu/content.php?catoid=59&navoid=2027

Plagiarism and Cheating

Students are expected to do their own work on all outlines, quizzes, presentations, examinations, and papers. Failure to comply with this policy will result in an F for the assignment and can result in an F for the course if circumstances warrant.

Plagiarism violations include, but are not limited to, the following:

1. Turning in an outline or paper that has been purchased, borrowed, or downloaded from another student, an online term paper site, or a mail order term paper mill.

2. Cutting and pasting together information from books, articles, other papers, or online sites without providing proper documentation.
3. Using direct quotations (three or more words) from a source without showing them to be direct quotations and citing them; or
4. Missing in-text or verbal citations.

Cheating violations include but are not limited to, the following
1. Obtaining an examination by stealing or collusion.
2. Discovering the content of an examination before it is given.
3. Using an unauthorized source of information (notes, textbook, text messaging, internet, apps) during an examination: **I expect you to use notes and the textbook for quizzes.**
4. Entering an office or building to obtain an unfair advantage.
5. Taking an examination for another.
6. Altering grade records.
7. Copying another's work during an examination or on a homework assignment.
8. Taking pictures of a test, test answers, or someone else's paper.
9. See the AI use policy above

Course Organization
This course is organized into weeks. You can access the Weekly Folders by clicking on the Content link on the Navigation Bar in Blackboard. Weekly folders will contain a combination of reading assignments, lecture videos or screencasts, links to additional readings and/or video material, and other content that will help you understand the focus of that week. Additionally, there will be various assessments included in each week, such as quizzes, learning activities, major assignments discussion boards and comments, video conferences, speeches, and peer and self-evaluations. Check the course schedule to see the specific assessments included in each week and specific due dates for each assessment.

You can access your grades on the Blackboard Course Menu (My Grades). Grades will be posted after the due date and after all assignments have been graded. Speech Grading Rubrics will be made available to you when speeches are assigned so that you can prepare for my assessment methods.

Your final grade will be determined as follows:
- To earn an A, you need 89.5%
- To earn a B, you need 79.5%
- To earn a C, you need 69.5%
- To earn a D, you need 59.5%
- If your percentage is 59.4 or less, you will earn an F

If you have questions about or are concerned about a specific grade you earned, email me or visit me in virtual or face-to-face office hours to discuss the grade. If you want to appeal a grade you earned on a specific assignment, you have two weeks after the grade has been posted in Blackboard to approach me about your questions or concerns. After two weeks, I will consider the matter closed. When you approach me after viewing your grade, you are expected to have revisited the assignment or speech description, the grading rubric, and the feedback provided to you by me.

Assignment Submissions
You will UPLOAD, NOT LINK, all assignments through their designated submission link in Blackboard. All documents must be submitted as .docx, .rtf, or .pdf files. I cannot open MAC files. I will NOT ACCEPT links to OneDrive or Google Drive. The only exception to this rule is for the Career Research Interview Assignment with a large audio or video file.

When uploading your first submission, you may have some questions. I have a video that shows how to submit assignments with the assignments. I usually allow unlimited submission attempts so if it does not work the first time, you can just try again. If you repeatedly submit your <u>assignment in the wrong place or just email it to me, I will deduct 5 points from</u> the assignment.

You are required to title your assignments in the following format: **Lastname_Firstname_Assignmentname.docx**
Example: Greene_Rebecca_PeerFeedback.docx

All text document files should be submitted as .docx or .pdf files. I will ask you **once** to convert a .pages or other file to a .pdf file, and after that, incorrect file types will receive a 0. **Linked documents will not be accepted!**

Course Grades
Course grade will be assessed according to the completion of the following using percentages noted:

Major Presentations and Group Projects	30%
Exams, Projects, Daily Work, Class Participation	70%

Grade Distribution
BOLD items are major assignments. Unbolded items represent averaged scores from multiple quizzes or activities.

Participation/Activities/Attendance	15%-all participation points averaged
Quizzes	10%-all quiz scores averaged
Test 1	**7%-100 points**
Test 2	**8%-100 points**
Test 3	**10%-100 points**
Resume Assignment	**10%-100 points**
Career Research Interview	**10%-100 points**
Informative Presentation	**10%-100 points**
Persuasive Presentation	**10%-100 points**
Group Project	**10%-100 points**

Course Work
1. **Presentations** You will deliver two major speeches in the course. More information about speech purposes and topics, instructions, and assessment methods will be included in the weeks. Below you will find basic information about each speech.
   - The Informative Speech will be delivered to your audience in real-time in the Informative Speech Video Conference.
   - The Persuasive Speech will be delivered to your audience in real-time in the Persuasive Speech Video Conference. This speech will require you to use a PowerPoint Presentation.

   You must be an attentive audience member for presentations given during your scheduled group time, and you must present speeches in class to pass this course. Points will be deducted from your presentation if you are late, not ready when it is your turn to speak, and/or not an attentive and respectful audience member. The speech assignments are explained in the Course Resources/Major Assignments section of Blackboard. Additional information can be found within the Weekly folders for the corresponding chapters and information.
2. **Peer and Self-Evaluations** You will complete peer evaluations and self-evaluations. These evaluations will give you the opportunity to reflect on your own speeches and the speeches of your group members.
3. **Weekly Quizzes** You will take weekly quizzes based on chapter and supplemental readings, lecture videos, and any other supplemental material presented in each week.
4. **Learning Participation, Activities, and Attendance** You will complete learning activities designed to help you apply course material and prepare for your upcoming major assignments.
6. **Career Research Interview You** will find a professional in a job you would like to have 5-10 years after finishing your education. You will interview the professional about that career. You may either audio record the interview or do a short, videoed presentation about what you learned in your interview.
7. **Group Project** You will be assigned a group and together you will use multimedia and create an infographic project OR a short video file project.
8. **Exams** There will be 3 major exams during the course.

Attendance Policy
Students are expected to attend all classes in order to be successful in a course. A student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records.
The department abides by this policy and enforces the following guidelines established for SPCH 1321:
1. If a student is tardy, he/she must see the instructor after class to have the absence mark removed. Two tardies (2) in a MW or TR class will constitute an absence. If a student leaves class before dismissal of the class, he/she may be counted absent.
2. Missing more than two weeks of class is considered excessive.
   Example: MW/TR – 4 sick days allotted
                            One day/week – 2 sick days allotted
3. Unexcused absences one day over your allotment (4) will lower your final course grade by 10 points.
4. Each subsequent absence will lower your final course total by 5 points.
5. If, in the instructor's opinion, minimum course objectives cannot be met due to absences, the student should withdraw from the course.

Late Work Policy
Quizzes, learning activities, discussions, vlogs/comments, speeches, and peer and self-evaluations are due by 11:59 pm Central Standard Time on the due date listed on the Course Schedule/Blackboard.

Speeches are mandatory. Because our meeting times are scheduled**, you are allowed to make-up ONE speech only**. The instructor determines the date/time of the makeup and it will result in a deduction of points of 20 pts. You must present at least once in our class to successfully complete the course.

Withdrawal Policy
The last day to withdraw/drop with **a grade of "W" is April 23**. It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course averages will be updated frequently, and students can seek guidance from Professor Greene throughout the term to help decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit
https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php

Professor Expectations of the Student
- You are expected to log into the Blackboard course **at LEAST 3 times/week** to be aware of announcements/reminders and to pace your progress in the course.
- Higher education institutions recommend that students plan to spend 2-3 hours of outside study for every 1 hour of in- class time. For a 3 credit-hour semester class, that means a total time investment of 9-12 hours per week. This is a time investment! Make sure you have the time.
- Online and in-class course activities promote learning and the creation of a learning community, so they are encouraged and expected.
- Students are expected to maintain an environment conducive to learning, which includes "netiquette" (Internet etiquette). Ensure that your e-mail messages, discussion board postings, and other electronic communications are thoughtful. Be concise and clear. Diverse opinions are welcome in this course, and you are expected to demonstrate an open mind and courtesy when responding to the thoughts and ideas of others. If you disagree with someone, respond with respect.
- Keep all your assignments until the semester is over. Occasionally, something goes wrong, and you need to re-submit an assignment or a file can't be opened.

Course and Technical Help

Please call or e-mail me if you have course-related questions. I am here to guide you through the course. I will try to respond to calls and e-mails within 24 hours during the week and 48 hours (about 2 days) on the weekend. If you do not hear from me within that time, please contact me again.

Be aware that the Instructional Technology office and Blackboard both recommend using a browser other than Internet Explorer when using Blackboard.

Please realize that this is not a computer class, so our content is business and professional communication, not Windows or Word processing. I can answer any questions about the course content or assignments, but I will be no help with technical problems.

Blackboard Support

For Blackboard support you make refer to the following resources:

1.   When you log into Blackboard (BB), at the very top of the page, you will see a question mark icon with the word help next to it. Click on that icon.
2.   You may also contact
Secretary to the Director of Instructional Technology
Ext. 2180
Direct: 806-716-2962
blackboard@southplainscollege.edu

South Plains College policies concerning

Disabilities, Non-discrimination, Title IX Pregnancy and Parenting Accommodations, CARE (Campus Assessment, Response, and Evaluation), Intellectual Exchange, Campus Concealed Carry, COVID-19, and AI (Artificial Intelligence) can be found here: Syllabus Statements.

Let's work together to have a wonderful learning experience!

SPCH 1321 Face to Face: Business and Professional Speech Spring 2026
Email: rgreene@southplainscollege.edu   **Phone:** 806.716.2445
Face to Face Office Hours: **Levelland CM 138**   **Lubbock Center B007**
                                        M/W 1:30-3:00 pm   T/Th 12:30-3:00 pm
                                        F 11am-Noon by appointment

Week # Week begins	Monday	Wednesday	Homework Online assignments are due at 11:59pm, unless otherwise stated
Week 1 Jan 12	Intro to Class and Communication	Growth Mindset The Communication Process	1/20 Growth mindset assignment due 1/20 Syllabus Quiz due
Week 2 Jan 20	**Martin Luther King Jr** Holiday-NO class Monday	Finish the Comm. Process Listening/Simon Sinek	See Week 2 Folder 1/27 Comm Process Quiz 1/27 Listening quiz
Week 3 Jan 26	Resume/ Cover Letters assignment & discussion	Cover Letter & Preparing for Career Interviews	See Week 3 Folder 1/29 Take Career Coach Survey and submit results 2/3 Week 3 Quizzes due
Week 4 Feb 2	Interviewing Handling Illegal Questions	Career Research Interview Professional Communication	See Week 4 folder 2/10 Week 4 Quizzes due **2/6 at NOON JD, Resume & Cover Letter Due**
Test 1 Review Quizzes from Weeks 1-4. Test Opens 2/11-2/17 Test 1 is worth 7% of your total grade			
Week 5 Feb 9	Audience Analysis -find topics -read an article about topic	-Source citations -Outlining	2/17 Week 5 Quizzes due
Week 6 Feb 16	-Supporting your present. -Organization -Work on one main point	- Speech Organization -Interesting content - Start doing reviews	2/24 Week 6 Quiz due
Week 7 Feb 23	-Appointments for rough draft review	-Delivery -Set up days of presentations, note cards -Select presentation day	3/3 Week 7 Quiz due Finish outlines Practice your presentations
Week 8 March 2	**Informative Presentation** Turn in your outline online BEFORE class	**Informative Presentation** Turn in your outline online BEFORE class	Informative Outline due **the night before your speech** Peer Feedback in class 3/10 Self-Feedback due
Week 9 March 9	Verbal Communication	Nonverbal Communication Select Persuasive Topic	3/24 Week 9 Quiz Due
Spring Break 3/14-3/22 Have a fun and safe break!			
Test 2 Review Quizzes from Weeks 5-9. Test Opens: 3/25-3/31 Test 2 is worth 8% of your total grade			
Week 10 March 23	Persuasion	Logos/Ethos/Pathos	See Week 10 folder 3/31 Quizzes due

If there are differences between this schedule's due dates and the Weekly folders in Blackboard, Bb should be followed. Blackboard is updated much more often than this schedule.

Week # Week begins	Monday/Tuesday	Wednesday/Thursday	Homework *Online assignments are due at 11:59pm, unless otherwise stated*
Week 11 March 30	Charismatic Leadership Tactics/Presentation Aids	Bring rough draft outline for persuasive presentation	4/7 Quiz due Finish outline
Week 12 April 6	**Persuasive Presentation** Turn in your outline online BEFORE class	**Persuasive Presentation** Turn in your outline online BEFORE class	Persuasive Outline due before speech Peer Feedback in class 4/14 Self-Feedback due
Week 13 April 13	Handling conflict	Bullying/Sexual harassment	4/21 Week 13 Quizzes due
Week 14 April 20	Interpersonal Skills	Collaborating in Groups Begin Group project	4/28 Week 14 Quizzes due **Career Research interview due 4/24 at NOON**
Week 15 April 27	Group Project workday	Group project workday	**Group projects due 5/1**
Week 16 May 4	**Test 3 opens 4/29-5/5** Review weks 10-11, 13-14 Quizzes. Test 3 is worth 10% of your total grade		

Important Notes

1. **I want our class time to be engaging and valuable for everyone. To help with that:**
   Cell phones and other technology: We will occasionally use cell phones in class. At all other times, please turn off or put your phone on "airplane" or "do not disturb" mode and <u>keep it out of sight</u>. Phone use during class doesn't just distract you, it *quietly prevents your brain from forming durable knowledge*, **even if you think you're paying attention**. *Students seated near peers using phones or laptops for non-class tasks scored significantly lower on comprehension tests.* This effect occurs even when nearby students try to focus: **attention is contagious.**

   Sana, F., Weston, T., & Cepeda, N. J. (2013**).** *Laptop multitasking hinders classroom learning for both users and nearby peers.* **Computers & Education, 62**, 24–31.

   Ward, A. F., Duke, K., Gneezy, A., & Bos, M. W. (2017). Cognitive costs of smartphone presence: Brain drain. Journal of the Association for Consumer Research, 2(2), 140–154.

2. Laptops used in class should be used for class purposes only. If you are using it for other purposes, I may ask you to put it away. You will be counted tardy or absent if it is obvious you are doing other classwork.
3. If you have an emergency and you need to have your phone available, please let me know. If I see you on your phone, I will ask you once (if possible, privately) to please put your phone away. If your electronics use continues to be a problem, I may count you absent that day. Being on your phone or laptop for much of class means you are in class in body only. The same applies to keeping earbuds in during class.
4. Quizzes and tests are taken on Blackboard. Deadlines for quizzes and tests are ALMOST ALWAYS Tuesday at 11:59 pm.
5. If you wait until the last hour to take a TEST, do not expect me to be able to fix it for you or allow you to take the TEST after the deadline.
6. **When you submit online assignments, you must UPLOAD them as .docx or .pdf attachments. Linked assignments will not be graded and will receive a zero.**
7. Late work: If you do not submit an assignment by the deadline, ten percentage points will be deducted for each weekday it is late. Please upload it as soon as possible.
8. Check your SPC email and messages often.
9. You have TWO weeks after a grade or absence is posted to discuss the grade with me.
10. No tobacco products in SPC classrooms.
11. You may only make up ONE presentation for full points in the event of a documentable reason. You must make up the presentation LIVE. No pre-recorded presentations will be accepted. **If you miss your presentation for any other reason, 20 points will be deducted.**
12. **April 23** is the last day for a student to drop a course with a W.
13. If you have something happen during the semester that makes you miss class for more than one day, please let me know a little about your situation as soon as possible. Don't wait! Sending an email to let me know what is going on is much better than just waiting and showing up after being gone from class for a week or more.
14. **Warning: Missing a major assignment – cover letter and resume, speech, exam, etc. – will lower your course grade one letter grade. You MUST present at least one presentation in front of the class to complete the course.**

If there are differences between this schedule's due dates and the Weekly folders in Blackboard, Bb should be followed. Blackboard is updated much more often than this schedule.