Course Syllabus

SPCH 1321 (3:3:0)

Business and Professional Speech Communication

Communication Department

Division of Arts and Sciences

Lubbock Downtown Campus

South Plains College

Spring, 2026

Janna Holt-Day

SPCH 1321-BUSINESS AND PROFESSIONAL COMMUNICATION

Department: Communications
Discipline: Speech Communication
Course Number: SPCH1321
Course Title: Business and Professional Communication
Available Formats: Conventional, internet, hybrid
Campuses: Levelland, Reese, Plainview, Lubbock Center, Dual-Credit
Prerequisite: None
Credit: 3 **Lecture:** 3 **Lab:** 0
This course partially satisfies a Core Curriculum Requirement: Institutional Foundational Component Area (090)

Course Description

Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats.

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

Student Learning Outcomes/Competencies

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.

Faculty Information

Instructor: Janna Holt-Day

Email: jholtday@southplainscollege.edu

Office Hours at Lubbock Downtown Center. Downtown Center office, B002. Please click on the Instructor tab in Start Here in Blackboard for times. Office Hours are also listed on the hard copy of the Weekly Schedule.

Communication Plan

· You can expect an email reply during the work week, Monday through Thursday, between 10am and 5pm, and Friday from 11am - 3:30pm.
· I will be posting course related announcements in Blackboard throughout the semester.

Required Course Textbook

Fox, J. & Finley, K. (2018). From Entry Level to Executive: All Communication Counts.
Link to your textbook and instructions for purchase are in your Blackboard Speech class.

Technical Requirements

· Desktop or laptop computer
· High speed internet access
· SPC E-mail

· Microsoft Office
· Audio and video capabilities (for watching and listening to course content)
· All videos need to be in .mov or .mp4 file if sending to instructor, but feel free to use youtube channel and send link
· Web camera and microphone (for video conferencing and recording)
· A USB headset with microphone or headphones (for video conferencing)
· All software needs to be updated on computer or laptop

Technical Skill Requirements

Be comfortable with the following
· Microsoft Word or word processor that can save Word compatible files (.doc)
· Using email for communication, attaching documents
· Internet search engines and browsers
· Recording and uploading video files. Not having a way to record speeches or vlogs will not be tolerated as an excuse for failure to submit assignments.
· The ability to download video files, or to stream files.

Recommended Course Materials

· Digital video recording equipment capable of recording up to 10 minutes of video footage
· Digital audio recording equipment capable of recording up to a 30 minute conversation

Course Requirements

1. Read the information assigned; you will be quizzed on this material, in addition to class lecture/discussion materials on scheduled quizzes.
2. Take thorough notes and study all lecture material, informational handouts, and assigned readings.
3. Actively participate in group discussions and activities.
4. Show maturity and professionalism in preparation of assignments and in online meetings.
5. Be courteous to fellow classmates/speakers by not being a distraction.
6. Meet with the instructor during office hours whenever 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 absences become excessive.

Course Organization

This course is organized into 15 learning modules listed by weeks. You can access the modules by clicking on the Weeks link in Blackboard. Modules 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 particular module. Additionally, there will be various assessments included in each module, such as quizzes, learning activities, major assignments, discussion boards and comments, video conferences, speeches, and peer and self-evaluations. Check the weekly schedule to see the specific assessments included in each module and specific due dates for each assessment.

Grading

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 an average of at least 90.0
· To earn a B, you need an average of at least 80.0
· To earn a C, you need an average of at least 70.0
· To earn a D, you need an average of at least 60.0
· If your average is 59.9 or less, you will earn an F

If you have questions about or are concerned about a specific grade you earned, you will need to email me or visit me in office hours to discuss the grade. If you want to appeal a grade you earned on a specific assignment, you have one week after the grade has been posted in Blackboard to approach me about your questions or concerns. After one week, 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.

Grade Distribution

50% Major Assignments

   In class Informative Speech - 10%

    In class Persuasive Speech - 10%

   Group Project Video - 10%

   Information Gathering Interview - 10%

   Resume and Cover Letter - 10%

25% Tests

   11 Chapter Tests - 20%

   Final - 5%

25% Activities

   8 Activities - 25%

Assignment Submissions

You will submit all online assignments through their designated submission link in Blackboard. You are required to title your assignment files in the following format if you are attaching the file: "lastname firstname assignmentname.doc".

Late Work Policy

Weekly quizzes, learning activities, group video, speech uploads, and peer and self-evaluations are due by 11:59pm Central Standard Time on Sunday of that week. Late work will not be accepted. The only exception that will be made will be for extended illnesses or a death in the family. In such instances, you must submit verifiable and official documentation to your instructor (e.g., a doctor's note indicating an extended illness or extenuating circumstance). Technological issues are not an excuse for late work. Do your assignments, quizzes and speeches early to ensure you have time for any issues that might arise.

If you are not present on your in class speech day, you may receive a 0 for the speech. Come to any other speech days ready to give your speech, and if there is time, you may be allowed to speak. Turn in any written work for partial credit. If you miss any of the online assignments, there is a chance for you to make them up. If you miss a weekly test, 2 times this semester, you can email me to request a repost of that test and I will repost it for you for 2 days. After you have used your 2 reposts, all other tests missed will receive a 0. If you miss a weekly online activity, you can go in at any time and complete the activity, but you will loose 10 points each week until it is done.

Computer Crash

Not having a working computer or a crashed computer during the semester will not be considered as an acceptable reason for not completing course activities at a scheduled time. Note: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Server Problems

When the Blackboard server needs downtime for maintenance, the Blackboard administrator will post an announcement in your course informing the time and date. If the server experiences unforeseen problems your course instructor will send an email.

Lost/Corrupt/Disappeared Files

You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of failure (e.g., Blackboard server crash or virus infection, students own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, I may/will request you to resubmit the files. In other words, if you submit a document to me, and I do not receive it (lost in cyberspace) or it is corrupted when I open it, you need to resend it to me, corrected, with little or no "downtime" in regard to the timeline for submission.

Course Work

1. Speeches

   a. You will deliver two in class speeches. More information about speech purposes and instructions will be included in the weeks sections. Below you will find basic information about each speech.

      i. The Informative Speech is 3-4 minutes.

ii. The Persuasive Speech is 4-5 minutes. Additionally, this speech will require you to use researched information and sources in your speech and to use a PowerPoint Presentation.

2. Peer and Self-Evaluations

a. You will complete self-evaluations and a peer evaluation. These evaluations will give you the opportunity to reflect on your own speeches and the speeches of your group members.

3. Week Quizzes

a. You will take quizzes based on chapter readings, videos, and any other supplemental material presented in each module.

4. Learning Activities

a. You will complete learning activities designed to help you apply course material and prepare for your upcoming speeches and quizzes.

5. Group Project

a. You will be assigned a group and together you will use multimedia and create a video file project.

6. Resume and Cover Letter

Instructors Expectations of the Student

· You will be expected to log into the Blackboard course daily to be aware of possible announcements/reminders and to pace your progress in the course.

· Higher institutions recommend that students plan to spend 2 hours of outside study for every 1 hour of in class time. For a 3 credit-hour, face-to-face course that means a total time investment of nine hours per week, or 135 hours per semester, in a 15-week course.

· In class 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 good ettiquite. More importantly ensure that your in class discussions, e-mail messages, and other electronic communications are thoughtful. We will welcome diverse opinions in this course, and you are expected to demonstrate an open mind and courtesy when responding to the thoughts and ideas of others.

· Inappropriate behavior shall result in consequences ranging from a request to correct the problem, to removal from the course or even the university, depending on the severity of the behavior. Disciplinary actions will be taken according to the SPC Student Handbook.

Blackboard and Technical Support

Be aware that the Information System 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. If you are using a Mac for this course, be sure you save your assignments to be able to be opened by a pc.

For Blackboard support you may refer to the following resources:

1. When you are in our Blackboard class there is a Help button on the left side of the screen close to the bottom. You might need to scroll down to see it. Click on the Help button.

2. You may also contact South Plains College Blackboard at blackboard@southplainscollege.edu or at 806-716-2180.

For technical support you may refer to the following resources:

1. You may contact South Plains College Technical Support by emailing helpdesk@southplainscollege.edu or call 806-716-2600.

Attendance Policy

Students are expected to attend all classes in order to be successful in a course.

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 student needs to drop themselves if they deem they will not be able to finish the course.

Withdrawal Policy:

The last day to withdraw/drop with a grade of "W" is December 4th. 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 twice each week, and guidance will be provided throughout the term to help students 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.

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.

Business and Professional Speech Communication

Week 1 January 12-18	**Read** Course Syllabus	**Do Online** (By Sunday at midnight) Pre Test, Student Info. Sheet	**Monday In Class** Course Discussion Meet and Introduce	**Wed. In Class** Syllabus Discussion Outline Discussion
Week 2 January 20-25 (MLK Day, Mon. 19th)	Chapter 1 and 2	Ch. 1&2 test PRCA Activity	MLK Day No Class Meeting	Ch. 1&2 Disc. Outline Activity
Week 3 January 26-Feb 1	Chapter 3	Ch. 3 test Comm. Analysis Paper	Inform. Speech Dis Sign up Speech Day	Ch. 3 Disc.
Week 4 February 2-8	Chapter 9	Ch. 9 test Eval. Sample Inform. Speech	Interview disc. Resume & CL disc.	Ch. 9 Disc. Watch Video
Week 5 February 9-15	Chapter 4	Ch. 4 test	Informative Speech Due	Inform. Sp. Due Ch. 4 Disc.
Week 6 February 16-22	Chapter 5	Ch. 5 test	Informative Speech Due	Inform. Sp. Due Ch. 5 Disc.
Week 7 Feb 23-Mar 1	Chapter 6	Ch. 6 test Self Evaluation	Resume and Cover Letter reminders	Ch. 6 Disc. Interview Checklist
Week 8 March 2-8	Chapter 7	Ch. 7 test Interview & Resume, Cov Letter Due/Sunday	Int & Res/CL Due for F2F Grading Ch. 7 Disc.	No Class Meeting!
Week 9 March 9-15 (Spring Break Mar16-22)	Chapter 8	Ch. 8 test Eval. Sample Pers. Speech	Persuasive Speech Disc.	Ch. 8 Disc.
Week 10 March 23-29	Chapter 10	Ch. 10 test Sample Power Point	Group Project Video Disc. Sign up for Pers. Speech Day	Ch. 10 Disc. Videography Disc.
Week 11 Mar 30-April 5	Chapter 11	Ch. 11 test	Persuasive Speech Work/Ch. 11 Disc.	No Class Meeting!
Week 12 April 6-12	Chapter 12	Ch. 12 test	Persuasive Speech Due	Per. Sp. Due Ch. 12 Disc.
Week 13 April 13-19		Self Evaluation	Persuasive Speech Due	Per. Sp. Due Group PPT Remind
Week 14 April 20-26		Group Project Video Due/Sunday	Work in Groups	Work in Groups
Week 15 April 27-May 3		Post Test	Post Test Review	No Class Meeting!
Finals Week	Congrats!	You are finished!		