

SPEECH 1321
Introduction to Speech Communication

Western Texas College
Department of Speech

- I. Basic Course Description
 - A. 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.
 - B. Prerequisites: None
- II. Student Learning Outcomes:
 - A. Demonstrate communication competence and critical thinking through an understanding of the foundational communication models.
 - B. Demonstrate essential public speaking skills in professional presentations.
 - C. Demonstrate written and oral competencies as it relates to employment (including job searches, interviews, interpersonal interaction, conflict management, leadership and performance appraisals.)
 - D. Apply essential dyadic and small group processes as they relate to the workplace.
 - E. Utilize various technologies as they relate to competent communication.
 - F. Demonstrate effective cross-cultural communication.
- III. Major Course Requirements:
 - A. Quizzes: Students will complete quizzes covering materials in the text.
 - B. Presentation: Five presentations will be given during the semester: interview, mock meeting, informative, persuasive and group presentation. Online students are responsible for all technology and technology access associated with recording and submitting presentations according the individual instructor's policy.
 - C. Homework: Students will turn in topic proposals, outlines, and source materials and other activities as assigned.
 - D. Tests: Students may take two proctored tests. Online students may be provided with a list of approved test sites. Students may be responsible for making testing arrangements and paying any testing fees.
- IV. Information on Books and other Course Materials
 - A. Communicating at Work, 11th edition, R. Adler, 2012
ISBN10: 0078036801 ISBN13: 978-0078036804
- V. Other Policies, Procedures, and important dates. Please refer to the [WTC Catalog](#) for the following:
 - A. Campus Calendar
 - B. Final Exam schedule
 - C. How to drop a class

- D. Withdrawal information
- E. Student Conduct/Academic Integrity
- F. Students with disabilities
- G. Departmental policy regarding late/make up work: No late work will be accepted.

VI. . Course Organization and Tentative Schedule*

Unit 1: Weeks 1-4	The communication process, cultural diversity, verbal and non verbal messages, listening, interpersonal skills, interviewing and types of interviews
Unit 2: Weeks 5-10	Working in teams, effective meetings, developing the presentation, organizing ideas, verbal and visual support, delivering the presentation, and informative persuasive and group presentations.
Unit 3: Weeks 11-15	Research, prepare, deliver, record (if applicable) and evaluate presentations.

* Course policies and schedule may vary according to instructor and extenuating circumstances. Scheduling of tests and assignments in each unit is at the individual instructor's discretion.

Last Modified: January 10, 2017