

# LTEC 4510 Syllabus

## Course Title

LTEC 4510 - Communications in Business, Education and Industry

## Instructor

Deborah Cockerham, PhD

[Deborah.Cockerham@unt.edu](mailto:Deborah.Cockerham@unt.edu)

Preferred Contact: [deborah.cockerham@unt.edu](mailto:deborah.cockerham@unt.edu)

## Course Overview

This course is designed to assist students in developing real world communication skills. Emphasis is placed on written, oral, and non-verbal communication, strategies for communicating electronically, delivering a variety of messages, creating effective business reports, and designing and delivering business presentations.

## Course Objectives

After completing this course, the learner should be able to:

- Establish a framework for business communication
- Focus on interpersonal and group communication
- Plan and prepare spoken and written messages
- Communicate electronically
- Deliver good- and neutral-news messages
- Deliver bad-news messages
- Deliver persuasive messages
- Create reports
- Manage data and use graphics
- Organize and prepare reports and proposals
- Design and deliver business presentations

## Course Structure

This course takes place 100% online. Your interaction with me and with your fellow students will take place in Canvas. There are 4 units (8 modules) of content that you will move through, with an assessment at the end of each unit. The assessments will provide opportunities for you to think critically as you apply communication skills addressed in the unit. All modules are open at the start of the course.

## **Required Texts**

The required text for this course is:

**BCOM, 11th edition (Lehman, DuFrene, & Walker, 2024) OR 10th edition (Lehman, DuFrene, & Walker, 2020)**

**Publisher: Cengage Learning, Inc.**

## **Communication**

Instructor: Deborah Cockerham, Ph.D.

Office Hours: By appointment

Email: [Deborah.Cockerham@unt.edu](mailto:Deborah.Cockerham@unt.edu)

Preferred Method of Communication: Email or Canvas Email

I would prefer that most general questions go through the Q & A forum in the Discussion Board area. If you have a general question about the course or assignments, please post it there. Either I will answer it, or, one of your classmates will. This way we can all benefit from questions asked, and they can be answered in a venue that the whole class can see. You may also want to find someone in class to be a "buddy" with. This will give you at least one other person that you can email with questions. If you have a private question, please contact me via Canvas email and I will usually respond within 48 hours.

Normally, I will return feedback on all written assignments within 1 week of the due date. However, if I see that I will be unable to return your feedback that quickly, I will post an Announcement to let everyone know when it can be expected.

## **Assessment/Grading**

Submit all work as specified by the instructor. You must take into consideration electronic communication difficulties. The student is responsible for all course deadlines. Student must keep a copy of all assignments. All assignments must be turned in by the "due date". Letter grades will be based on the following scale:

90-100% A

80-89% B

70-79% C

60-69% D

Below 60% F

### *Incomplete Grade Information*

The department complies with university policy regarding the assignment of an Incomplete Grade in any course. Please see <http://essc.unt.edu/registrar/academic-record-incomplete.html> for information. Per UNT policy, a grade of Incomplete can only

be awarded during the last quarter of a class to a student who is 1) passing the course and 2) has a justifiable and documented reason, beyond the control of the student, for not completing the course work on schedule. Notification and submission of documentation must be provided to the instructor at the time of the emergency.

### *Medical Emergencies*

If you have a medical emergency that will prevent you from completing the course as scheduled, you **MUST** notify your instructor at the time of your medical problem. Requests for an Incomplete or to drop the course must come at the time of the medical emergency and must be supported by a letter from your physician and must specifically state that your medical situation will not permit you to work at your computer in order to submit your assignments as scheduled. Requests for an Incomplete or to drop this course based on a medical emergency cannot be granted after the medical emergency. All requests must meet standard university policy. Doctor's notes must be received during week 1 or 2 of the medical emergency. Those submitted at the end or once it is over will not be accepted.

### **Writing Skills**

Students will compose grammatically correct sentences, write well-developed paragraphs, and express ideas in a well-organized, coherent matter. This is a writing intensive course, and students should prepare accordingly. Submissions must have complete sentences, correct punctuation, and capitalization. Avoid using abbreviations and acronyms.

Every assignment (Word document) must include student name, course and section, date, module number and assignment title.

### **Directions for Submitting Discussion Assignments**

1. Each student will submit an original discussion item, **and respond to the posting of two fellow students**, a total of at least three discussion entries for each discussion assignment in the course.
2. A discussion assignment is not complete until all three component parts have been completed. Points will be deducted for incomplete discussion assignments.
3. Postings must contain substantial content. Postings only containing responses such as "I agree", "You are right on track", "I could not agree more", "I disagree", etc. will not receive any credit. Your postings must actually add value to the discussion. You can still use these phrases in your posts but if this is the only response posted, no credit will be given.
4. Students are encouraged to develop communication networks with other class members via electronic communication vehicles, discussion, chat or email.

## **UNT Policies**

### *Student Conduct and Discipline*

You are encouraged to become familiar with the University Student Code of Conduct maintained by the Dean of Students in the Office of Student Affairs:

<https://deanofstudents.unt.edu/conduct>.

### *ADA Policy*

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course.

You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation.

Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment.

Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>