



SYLLABUS

Course Title	Communication in the 21st Century
Course Number	CMS 410, BUS 610
Number of Credits	3
Course Dates	Summer Flex-Term July 21st-July 27th.
Instructor	Gina Larson
Email Address	gina.larson@doane.edu
Office Hours/Availability	Appointments can be made by contacting me via email or phone.
Phone Number	402-416-8714
Textbook Information: (e.g. title, edition, publisher, ISBN)	No Textbook required for this course.
Additional Course Materials	N/A
Course Description	<p>We have witnessed a communication revolution in the past decade. The workforce today is composed of great diversity, with cultural as well as generational differences, each retain their own identity and communication style. We are asked to have knowledge and understanding of others' lifestyles, backgrounds and thinking at such an accelerated level and with so many new tools in the communication arena it's hard to know what are the best tools and skills to have for standing out from others. Twitter, Snapchat, Instagram, Facebook, LinkedIn, are just to name a few. When individuals as well as businesses</p>

	<p>understand the power these tools can have on their exposure level the need is there for more informed and skilled workers for the 21st century. This course informs students on the communication tools available and how technology advancements have blurred the line between personal and professional image.</p>
Course Learning Outcomes/Objectives	<ol style="list-style-type: none"> 1. Students will be introduced to technologies and their uses to expand personal and professional exposure. 2. Students will explore how social networking has blurred personal and professional boundaries. 3. Students will expand their research and reporting skills. 4. Students will develop an E-Portfolio to showcase their talents and skills. 5. Students will explore how technology has changed the way we communicate professionally and personally. 6. Students will explore how social media plays a major role in the world of business today.
Technology Requirements	<p>https://www.doane.edu/faq/minimum-computer-requirements</p>

Course Schedule

Week or Module Flex-term Session	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
Session 1	Introduction to Course Exploring Social Media Research paper/report	Communication issues facing business Formation of work groups Social Media Research report talk	Online scavenger hunt (CO 1) Discussion-communication issues in the 21st century (CO 2) Exploration of E-Portfolio development(CO 4)	<u>For session 3</u> Bring at least 3-5 artifacts to class.
Session 2	Begin building shell for E-Portfolio Introduce Inquiry assignments Social Media	Impact of Social Media on Communications Current Events Inquiry Activity discussion	E-Portfolio development(CO 4) Discussion - Blurred lines of social media (CO 2) Discuss components for research report (CO3)	<u>For session 3</u> Bring Inquiry 1 article to class Bring completed component 1 for research report Continue to find content for E-Portfolio
Session 3	E-Portfolio development Social Networking Survey's	Continue development of pages for E-Portfolio Survey Development	Complete research paper/report component 1 (CO 3) E-Portfolio Development (CO 4) Survey Development (CO 1)	<u>For session 4</u> Bring Inquiry 2 article to class. Work on research report

Session 4	Technology for career search Blog exploration/development Survey Activation	Exploring career search sites Exploring blogs and blog development	Career search (CO1) Blog exploration (CO 5), (CO 6) Survey Activation (CO 1)	<u>For session 5</u> Bring Inquiry 3 article to class. Complete research report component 2
Session 5	Crowdsourcing E-Portfolio Development	Explore crowdsourcing	Crowdsourcing (CO 5), (CO 6) Complete research paper/report component 2 (CO 3)	<u>For session 6</u> Bring Inquiry 4 article to class. Complete research report component 3
Session 6	One-on-one meetings scheduled during class session Marketing/Purchasing	Final guidance on E-Portfolio, research report Explore how marketing and consumer purchasing has changed the way business is conducted	One-on-one meetings(CO 4), (CO 3) Marketing sites (CO 5), (CO 6)	<u>For session 8</u> Complete E-Portfolio for submission Complete Research report and present.
Session 7	We do not formally meet, this time used to complete E-Portfolio & Research Report			<u>For session 8</u> Complete E-Portfolio for submission Complete Research report and present.
Session 8	Submissions and present research report	Individual research report presentations	Submission of E-Portfolio (CO 4)	

	Self-learning inventory		Present research report to class (CO 3), (CO5)	
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Grading Assessments

Type of Assessment	Points	Total possible points
Inquiry Articles	10 points each	40
Research Report	Component 1- 50 points Component 2-50 points Component 3-50 points Presentation 50 points	200
Technology Lab Work	20 points each session	140 points
Total		380 points

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
 C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
 F= 59% or below

Participation Policy	<p>A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.</p> <p>(Faculty to insert any additional class participation; see resource page for ideas.)</p>
Study Time	<p>Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.</p>
Late Work	<p>(Include expectations regarding late work; please see attachment for examples.)</p>
Submitting Assignments	<p>(Include expectations regarding students' submission of assignments, for example, in class or in Blackboard.)</p>
Communication Policy including Assignment Feedback	<p>(State your policy on timeliness of communicating with students and length of time needed before assignments will be graded, e.g. 48 hours.)</p>

Academic Integrity Policy	<p>Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:</p> <ol style="list-style-type: none"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same. 4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects. <p><i>Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</i></p> <p>For more information on the sanctions for academic dishonesty, please visit the website: https://catalog.doane.edu/content.php?catoid=16&navoid=1333</p>
Academic Support	<p>Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University.</p>
Military Services	<p>https://www.doane.edu/graduate-and-adult/military</p>
Anti-Harassment Policy	<p>http://catalog.doane.edu/content.php?catoid=5&navoid=452</p>

Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.