

**ICT 390: Professional Communication Skills in ICT
Spring 2020**

Instructor	Amanda J. Lawrence, PhD
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Email	amanda.lawrence13@uky.edu
Office Hours	Monday & Wednesday, 9:30-11:00 & 2:00-2:30
Technological Requirements	Computer with internet access or access to UK computer facilities. Access to digital video recording devices (digital camera, digital video recorder, Microsoft office, laptop webcams)
Technological assistance	Contact http://www.uky.edu/UKIT or 859.218.HELP or 218help@uky.edu
Anticipated Response Time	Within 24-48 hours
Course Website	http://www.uky.edu/canvas

Course Description

This course focuses on professional communication skills to prepare ICT students for their internships and future careers. The overarching topics of this course are: 1) finding and getting the job, and 2) keeping and thriving in the job. Students will develop and enhance effective communication skills (integrated written, oral, and visual) to be applied in various contexts and ICT settings. Students will prepare application materials; develop effective interviewing skills in face-to-face and online environments; and consider the place of technology in all of this and more.

Prerequisites/Other Requirements:

To be taken the semester prior to registering for an internship.

Course Learning Targets, Outcomes, and Assessments

This course has been designed to provide students with opportunities to acquire skills, knowledge, conceptual understanding, classroom experience, and professional practice related to ICT.

Learning Target/Outcomes
Write, revise, and proofread effective audience-centered business documents in a variety of formats (e.g., cover letter, resume, press release, memoranda, e-mail correspondence, and presentations).
Identify skills obtained and needed in ICT-related career fields. Articulate these and evidence of these in writing and speaking.
Practice effective verbal and nonverbal communication skills in both formal and informal settings.
Indicate a comprehension of the interview process. Construct effective answers to interview questions and perform well on simulated interviews.
Model effective responses and understanding of negotiation practices relevant to ICT.

Course Delivery

This course is designed as a face-to-face course and lectures, activities and assignments are supplemented through the use of Canvas.

Required Texts

Title: *Technical Communication*, 12th edition (Copyright 2018)

Authors: Mike Markel & Stuart A. Selber

ISBN: 9781319058616

Office Suite: See <https://download.uky.edu/> for free versions.

Email: To obtain instructions for assignments, additional materials for this course, and important announcements. *I will not respond to emails sent from an address other than "@uky.edu."* I will respond to all emails Monday through Friday in 24-48 hours.

COURSE POLICIES

1. Attendance and Punctuality

This class is a community whose success is dependent on everyone's participation. Also, there is a strong correlation between class attendance and grades. Therefore, attendance is vital for your achievement. Please reference the definition of excused absence in current edition of *Students Rights and Responsibilities* or on the web at <http://www.uky.edu/studentconduct/code-student-conduct>. For any emergency situation that arises, e-mail your instructor as soon as you know about the situation.

Excused Absences

Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, (e) interviews for graduate/professional school or full-time employment post-graduation, and (f) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737, http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php).

In situations where a student's total EXCUSED absences exceed 1/5 (or 20%) of the class periods scheduled for the semester, students are strongly encouraged to withdraw (take a "W") from the class as per university policy. If a student has excused absences in excess of one-fifth of the class contact hours for that course, the student shall have the right to receive a 'W', or the Instructor of Record may award an 'I' for the course if the student declines to receive a 'W.'

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness, or death in the family. Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence.

Regarding University Health Services Health Notes:

1. *Tier 1* excuses are not accepted as a valid excused absence.
2. *Tier 2* excuses are accepted as a valid excused absence. However, the instructor reserves the right to request additional or alternative documentation if the instructor, under the circumstances, has concerns about the validity of the Tier 2 documentation.
3. *Tier 3* excuses are always accepted as a valid excused absence. The UHS restricts students from attending class with Tier 3 excuses

Important Spring Semester Dates <http://www.uky.edu/registrar/spring-2020-semester>

2. Academic Integrity Policy

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Senate Rules 6.3.1 (see <http://www.uky.edu/Faculty/Senate/> for the current set of *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

3. Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/DisabilityResourceCenter>.

4. Classroom Decorum

Ideally the classroom environment should be supportive and comfortable. Do not equate a relaxed atmosphere with a lack of academic standards. You are expected to be on time for class, be prepared for class and conduct yourself appropriately for a respectful academic environment. A student who violates the rules for civil conduct in class will be told to leave the class and will receive a reduction of 10 points. Moreover, frequent tardiness demonstrates a lack of respect for others and violates the values of this learning community. If you are late for class, enter the classroom with as little disruption as possible. Similarly, if you must leave the class early, leave with as little disruption to the activity in the class as possible. In case you miss class, it is your responsibility to obtain class notes from your classmate(s). Being late to class may result in a deduction of 5 participation points.

Surfing the Internet during class, homework for other courses, extended sidebar conversations, reading newspapers and magazines, etc. in class is distracting to other students and the professor, thus detracting from an effective learning environment. Disrespectful behavior will not be tolerated and students who behave in this way will stop this behavior or be removed from the class setting. If you do plan to bring a laptop, please sit in the front two rows.

Important Notes

- **Be sure to complete readings prior to the class meeting.**
- **You are responsible for all information, announcements, and changes addressed in classes and/or Canvas.**
- **The instructor reserves the right to alter the syllabus during the semester, if necessary.**

Additional Student Resources

The James W. Stuckert Career Center is another tool that will be helpful for aspects of this course. From career assessments to career and graduate school preparation, the Stuckert Career Center is

here to help students explore, experience and excel. More information can be found at <https://www.uky.edu/careercenter/>.

Presentation U provides tutoring assistance and training with multimodal communication. UK students have the opportunity to attend scheduled workshops and work individually with highly trained faculty members, graduate students, and peer tutors. Located at the Hub in W. T. Young Library and on the first floor of Champions Court I, Presentation U can help with any of the following: brainstorming project topics, creating outlines, effectively using APA/MLA style, practicing oral presentations, designing and constructing effective visual aids, including PowerPoint, Prezi, websites, videos, and digital projects. Visit our website: www.uky.edu/presentationu or call (phone 859-218-5186) for our tutoring hours or to make an appointment.

The Writing Center is located in W. T. Young Library, Thomas D. Clark Study, 5th Floor, West Wing (phone: 859-257-1368). The staff can help you identify and correct problems with your writing. I will not require you to go to The Writing Center, but I recommend that all of you consider going if you feel stuck at any stage of the writing process.

The University of Kentucky's Career Services has a new, fast and powerful recruiting platform for UK students and alumni. [Handshake](#) uses cutting-edge technology to help you more easily connect with employers and source jobs and internships, event information, and on-campus recruiting opportunities. Login using your existing Link Blue ID and password to upload a resume, manage your account and set up your notifications. seeblue.com/handshake

5. Discussing Grades

Students who have grade or exam concerns must approach the professor during office hours, or through appointment. In order to give our full attention to grade issues, the professor will NOT discuss grades or exams before or after class. Once grades are posted online, you may visit the professor during office hours or by appointment to review your exam. Please contact the professor if you do not find your exam score posted. Grades will not be discussed over email or the telephone.

Students who wish to discuss grades or scores earned have one week from the date grades are posted to do so. Grades will not be addressed after this time period has expired. Students need to contact the professor for an appointment to discuss the issue. Students must bring a written explanation of their dispute with them to this appointment. If the matter is still unresolved, students need to contact the School of Information Science. Students that do not fulfill these requirements will not be addressed and the original grades will be final.

Course Activities and Assignments

1. Job Search Assignment (20 points). Each student will conduct research in desired career field to locate and analyze at least one potential job opportunity/internship opportunity to critique their strengths, weaknesses, and fit for the particular job. Each student will write a report based on this process. A specific list of questions to consider will be provided by the instructor.
2. Application materials (80 points). Each student will conduct research to locate a job posting for a position he or she might like to hold one day. Each student will prepare a cover letter and resume draft to use for applying for that position. Documents are to reflect research about the industry related to the specific major of the student, mission of the organization, required and preferred credentials, and the expertise the student would bring to the organization if hired. An additional reflection component will also be included. These documents will be revised later in the

semester to reflect what the student learned throughout the term. Upon receiving feedback and making revisions, students will prepare a self-reflection articulating how and why they made the suggested revisions to the cover letter and resume. The instructor will provide details on the feedback process for this assignment.

3. Elevator pitch (20 points). Each student will prepare and deliver an “elevator pitch” or introduction. This assignment will be outlined by the instructor and will be planned for the week prior to or week of the relevant career/job/internship fair. Points will be earned for content, structure, and delivery of the actual speech.

4. Interview and critique (60 points). Each student will complete a mock interview using the Career Center’s InterviewStream program. The mock interview will be 6-10 minutes in length. Students will have the ability to examine and revise answers to interview questions. Students will be graded on professionalism, answers, and delivery. In addition, students will prepare a self-critique of their mock job interview.

5. Final Project (160 points). This multi-modal communication project will be introducing a scenario that could potentially encountered in an ICT setting and will incorporate concepts discussed throughout the course. Students will participate in negotiation, as well as practice communication skills through various channels (for example: email, memo, agenda).

6. Online Quizzes (80 points). There will be 4 quizzes (20 points each) to evaluate comprehension of theories and concepts addressed in the textbook and class discussions. Quizzes may be comprised of multiple choice, true/false, matching, and essay questions. You are responsible for the material in both the textbook and lectures. Instructions will be given for how to complete these assignments.

7. Flex Points – Attendance, activities, etc. (80 points). Students may earn a variety of points related to attendance, in-class activities, and participation.

Grades

All grading will be calculated as objectively as possible; however, in cases of qualitative assessment, evaluation will be based on the instructor's judgment. Rubrics are used for assessing assignments and are provided to students when assignments are introduced in class. Grades will be based on the scores accumulated by the student divided by the total number of possible points.

Point Allocation by Assignment	Points
Job Search Assignment	20
Application Materials	80
Elevator Pitch	20
Interview and Critique	60
Final Project	160
Online Quizzes	80
Flex Points-Attendance and activities	80
Total	500

Incompletes. A grade of “I” (incomplete) will be given in emergency situations only, and will be at the discretion of the instructor. Students will have one year to complete all work if an “I” is awarded. The incomplete must be completed prior to student teaching.

The following scale will be used to determine your course grade:

- A 90-100% (450-500 pts)
- B 80-89% (400-449 pts)

C	70-79%	(350-399 pts)
D	60-69%	(300-349 pts)
E	0-59%	(299 pts and below)

Spring 2020 ICT 390 Tentative Schedule

<u>Date</u>	<u>Topics</u>	<u>Chapter #</u>	<u>Assignments Due</u>
Week 1 1/15-1/17	Introduction to the course		Introduction tasks
Week 2 1/20-1/24	Intro to Technical Communication	1	Job search assignment due
Week 3 1/27-1/31	Audience Analysis & Purpose	5	Cover letter/Resume 1 st draft due
Week 4 2/3-2/7	Resumes & Cover Letters	15	Quiz 1 due
Week 5 2/10-2/14	Gathering & Organizing Information	6, 7	Revised cover letter and resume due w/reflection
Week 6 2/17-2/18	Communicating Persuasively, Oral Presentations	8, 21	Elevator Pitches due
Week 7 2/24-2/28	Interviewing Strategies	supplemental	Quiz 2 due
Week 8 3/2-3/6	Print & Online Correspondence	14	Interviews & interview critiques due
Week 9 3/9-3/13	Creating & Evaluating Print & Online Documents	11, 12, 13	Quiz 3 due Midterm evaluation due
Week 10 3/16-3/20	Spring Break		
Week 11 3/23-3/27	Introduce Team Project, Writing Collaboratively	4	
Week 12 3/30-4/3	Communicating during Crises	supplemental	
Week 13 4/6-4/10	Interpersonal & Team Communication at Work	supplemental	Proposal draft due for review
Week 14 4/13-4/17	Writing Applications: Proposals, Informational, & Recommendation Reports	16, 17, 18	Quiz 4 due
Week 15 4/20-4/24	Finalizing Group Projects		
Week 16 4/27-5/1	Presentations due (including digital element & visual aid)		Team Presentations due, Team Written Reports due
Finals Week 5/4-5/8	Finals Week		Individual Assessments due