COMM101

Course Summary

Course : COMM101 **Title :** Introduction to Communication
Length of Course : 8
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course is an introduction to communication studies, the broad areas of communication (interpersonal, oral, electronic, mass media, etc.), and artifacts. This course will familiarize students with the scope, basic terminology, and major career fields in Communication areas. Course topics include: communication, interpersonal communication, communication in groups and organizations, mass communication, media, digital communications, advertising, public relations, promotion management, digital communications and media, fund-raising management, writing, and teaching.

Course Scope:

Course topics include: communication, truth-telling, communication ethics, verbal communication, non-verbal communication, interpersonal communication, culture and communication, public speaking, group and leadership communication, how technology has changed communication, digital communication, social media, and the importance of writing in communication.

Objectives

CO1: Explain the importance of communication in today's diverse and multifaceted world.

CO2: Analyze difficult topics such as truth-telling and communication ethics.

CO3: Describe verbal and non-verbal communications in work and non-work situations.

CO4: Explain why interpersonal communication and cultural understanding of communication is important for successful communication.

CO5: Examine the importance of public speaking and group and leadership communication.

CO6: Examine how technology has changed communication and how communication will change in the future.

CO7: Create messages and products that will clearly communicate a message to a diverse and multifaceted

audience.

CO8: Describe potential communication career options.

Outline

Week 1: INTRODUCTION TO COMMUNICATIONS

Learning Outcomes

- Consider the practical and fundamental nature of communications in our lives.
- Understand the importance of studying communications.
- Define key concepts of communications.
- Discover how a person's needs, culture and context shape communications.
- Investigate jobs in communications today.
- Identify communication competency.

Required Readings

Week 1 Lesson

Week 1 Reading & Resources

Assignments

Week 1 Forum

Week 2: TRUTH-TELLING & ETHICS

Learning Outcomes

- Explore sender and receiver perceptions in communications
- Learn to enact the perception process
- Gauge the roles that culture, personality, family and the media play
- Explore ways to improve perception
- Apply perception skills, truth-telling and ethical when communicating

Required Readings

Week 2 Lesson

Week 2 Reading & Resources

Assignments

Week 2 Forum

Week 2 Assignment: Assess Styles and Strengths

Week 2 Quiz

Week 3: VERBAL & NONVERBAL COMMUNICATIONS

Learning Outcomes

- Understand the role that observations, thoughts, feelings and needs play in communicating.
- Identify the pros and cons of word choice and vocal delivery.
- Differentiate between effective and ineffective nonverbal communications.
- Prioritize clarity and understanding.

Required Readings

Week 3 Lesson

Week 3 Reading & Resources

Assignments

Week 3 Forum

Week 4: INTERPERSONAL COMMUNICATIONS

Learning Outcomes

- Define interpersonal communications.
- Describe the listening process and determine a types and styles of listening.
- Learn ways to identify and avoid communication conflict between two people.

Required Readings

Week 4 Lesson

Week 4 Reading & Resources

Assignments

Week 4 Forum

Week 4 Assignment: Write a News Release

Week 5: CULTURE & COMMUNICATIONS

Learning Outcomes

- Know how to discuss culture as a precursor to effective communications in a diverse world.
- Appreciate the identity development of receivers of messages.
- Value efforts in diversity training.
- Understand the importance of intercultural communication competence.

Required Readings

Week 5 Lesson

Week 5 Reading & Resources

Assignments

Week 5 Forum

Week 6: PUBLIC SPEAKING

Learning Outcomes

- Consider the importance of being a good public speaker.
- Learn how to prepare a speech.
- Discover the value of audience analysis.
- Understand how to do good research for a speech.
- Explore strategies for different types of speeches.

Required Readings

Week 6 Lesson

Week 6 Reading & Resources

Assignments

Week 6 Forum

Week 7: GROUPS & LEADERSHIP

Learning Outcomes

- Explore the characteristics of small group communications.
- Identify the typical purposes of small group work.
- Discover various leadership styles.

Required Readings

Week 7 Lesson

Week 7 Reading & Resources

Assignments

Week 7 Forum

Week 7 Quiz

Week 8: TECHNOLOGY, NEW MEDIA & SOCIAL MEDIA

Learning Outcomes

- Compare and contrast "Old" media vs. New media.
- Consider the characteristics of personal devices as a tool for communications.
- Explore how technology has changed democracy and ethics.

Required Readings

Week 8 Lesson

Week 8 Reading & Resources

Assignments

Week 8 Forum

Week 8 Assignment: Communicaiton Career Presentaiton

Evaluation

Grading:

Name	Grade %
Forums	40.00 %
Week 1 Forum	5.00 %
Week 2 Forum	5.00 %
Week 3 Forum	5.00 %
Week 4 Forum	5.00 %
Week 5 Forum	5.00 %
Week 6 Forum	5.00 %
Week 7 Forum	5.00 %
Week 8 Forum	5.00 %
Assignments	40.00 %
Week 2 Assignment: Assess Styles and Strengths	13.33 %
Week 4 Assignment: Write a News Release	13.33 %
Week 8 Assignment: Communication Career Presentation	13.33 %
Quizzes	20.00 %
Week 7 Quiz	10.00 %
Week 2 Quiz	10.00 %

Materials

Book Title: Communication in the Real World: An Introduction to Communication Studies - e-book available online, link provided inside the classroom

Author:

Publication Info: umn.edu

ISBN: COMM101-N/A

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the citation and reference style for courses in the COMMUNICATION program area.
- Please note that no formal citation style is graded on forum assignments in the School of Arts & Humanities—only attribution of sources (please see details regarding forum communication below).

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources,

worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

School of Arts & Humanities Late Policy

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

Work posted or submitted after the assignment due date will be reduced by 10% of the potential total score possible for each day late up to a total of five days, including forum posts/replies, quizzes, and assignments. ***Beginning on the sixth day late through the end of the course, late work, including forum posts/replies, quizzes, and assignments, will be accepted with a grade reduction of 50% of the potential total score earned.***

TurnitIn

Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- All assignments in COMMUNICATION courses must be submitted in standard formats such as Microsoft Word, attached in the assignment area unless otherwise specified.
- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details.
- It is your responsibility to ensure the all submitted work can be accessed and opened by the instructor. Assignments should not be sent to the instructor through "Messages" or E-mail but must be submitted through the Assignments area directly.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating in Forum discussions

- All initial forum discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
- All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.

- "Substantive" means comments that contribute something new and important to the discussion. A message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- You must post a response to the weekly forum prompt and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly forum instructions for specific expectations on the number of replies and word count requirements.
- Late posts to a forum will be subject to the School late policy and may not be accepted without instructor approval.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. If included in a course, each quiz/exam is generally accessible only once. Once a quiz/exam is accessed, you may not be able to access it again if you disconnect. Therefore, allocate adequate time to complete your quiz and ensure you have a solid internet connection. Weekly quizzes must be submitted by Sunday 11:55 p.m. ET of the assigned week. Late quizzes or exams may accepted and subject to the School late policy. Please contact your instructor to discuss as needed.

University Policies

Student Handbook

- Drop/Withdrawal policy

- Extension Requests

- Academic Probation

- Appeals

- Disability Accommodations

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.