INSTRUCTOR INFORMATION:
Instructor: Monti Beasley
Office: 470 Bryan Building
Office Hours: To schedule a 15-minute online appointment, please e-mail a meeting request. Additionally: 1) If you are unable to keep your scheduled appointment, please cancel so the time slot is available for others. 2) Be on time for your meeting and be prepared with specific questions.
E-mail: m_beasle@uncg.edu (best way to contact me and note the underscore). Additionally: 1) E-mail me using iSpartan and, do not send e-mails through the Canvas Inbox as you will not receive a response. 2) E-mails will be responded to as quickly as possible during the business day.

COURSE INFORMATION:
Catalog Description: Business and professional communication: teamwork, communication technology, verbal and non-verbal strategies in a problem-solving, innovation context. Emphasizes effective persuasive, interpersonal, intercultural, and organizational strategies through business styles, formats and presentations.
Credits: 3 hours; SI: Speaking Intensive; WI: Writing Intensive; Innovation Intensive
Prerequisites: Junior standing and admission to an approved Bryan School of Business and Economics program.
Canvas and iSpartan email Proficiency: Login to http://canvas.uncg.edu use your iSpartan username/password
MS Word and PowerPoint Proficiency
Overview: This marketing class is heavily focused on Innovation, Design Thinking and Innovative Practices and, as a Writing Intensive (WI) and Speaking Intensive (SI) course, will incorporate the practice of business writing and speaking through individual and team work. Assignments are structured in relation to a hands-on Innovation Project to reflect an important business context as well as to cultivate the problem-solving and human capacity skills, knowledge, and mindsets useful for working in changing, challenging, collaborative and, uncertain environments.
Teaching Methods: Course content is delivered via Canvas, through PowerPoint lectures, assigned readings, activities, videos and Discussion Board forums.

Course Materials and Requirements:
Textbook: Writing That Works: Communication Effectively on the Job by Oliu, Brusaw and Alred, 12th Edition
Required supplies: Cell phone or other recording device is required for video recording. Additionally, the Innovation Project requires teams/members to purchase and use the following types of items: Easel pad, masking tape, post-it notes, craft supplies, markers, etc. Purchase and coordination of supplies will need to be determined by each team and, all costs incurred need to be equally divided amongst members.
Time commitment: This course requires you to allocate at least 3-5 hours per DAY as recommended by The Dean of Students Office. Additionally, the Innovation Project is extensive and requires a significant amount of time. As related to the time commitment for this course, please note the following:
1. Teams/members are responsible for scheduling weekly, standing meetings (virtually and or face-to-face). Keep in mind; you may need more than one meeting per week when the workload intensifies.
2. If you fail to participate/communicate with your group or the instructor after 3 business days, the instructor has the right to withdraw you from the course.
3. If you cannot fully commit to the terms of this course, you should drop the class immediately.

Resources:
● Syllabus and Course Schedule. Please note the following: 1) Before asking or e-mailing a question, reference this Syllabus and Course Schedule (If you e-mail a question already addressed in these documents, you will not receive a response) and 2) It is your responsibility to read and re-read these documents carefully.
● Links for the following resources are provided within the Canvas course: Plagiarism and Academic Integrity, The University Speaking Center, Digital Act Studio, The University Writing Center, University Libraries, 6-TECH Technical Support and Spartan Alert.
COURSE POLICIES AND PROCEDURES:

Plagiarism, Falsification of Course Documents or Cheating: Will not be tolerated. Adhere to the UNCG Academic Integrity (AI) Honor Policy that can be found online at https://osrr.uncg.edu/academic-integrity/ And the Faculty & Student Guidelines: Bryan Faculty and students in this course are expected to adhere to the guidelines stated at this link: https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf.

- Written work will be submitted as a Turnitin assignment in Canvas unless otherwise instructed. Turnitin is a plagiarism prevention service which checks for unoriginal content in student papers - this includes work submitted by ANY current or previous MGT/MKT 309 students as well as online resources such as websites, etc. Any violation of the AI Policy, such as an occurrence of plagiarism, falsification of course documents or cheating, could result in failure of the course. Be advised:
  - An occurrence can equate to plagiarizing just one sentence from a consulted source. Do your own work!
  - I need only to suspect plagiarism and or cheating has occurred in order to begin the investigative, formal process as outlined in the AI Policy.
  - If found guilty of an AI violation, my standard procedure is to: 1) issue a zero for the assignment and 2) have the incident documented on your permanent record - negatively impacting admissions into future academic programs as well as employment opportunities.

- Student Code of Conduct: Read, understand and abide by this code of conduct that can be found online at https://sa.uncg.edu/handbook/student-code-of-conduct/
  Any behavior that inhibits learning and/or is disruptive to the [online] classroom experience will not be tolerated. Some examples include disrespect for speakers (including classmates, guests, and instructor), bullying, sarcasm or aggressive language and or actions. Instructors have the sole-authority to withdraw a student for disruptive behavior. This policy can be found online at https://sa.uncg.edu/handbook/policies/disruptive-behavior-in-the-classroom/

- Accommodations for Students with Disabilities: In order to receive appropriate academic accommodations, students with documented disabilities (mental or physical) must register with the Office of Accessibility Resources and Services (OARS) found at https://ods.uncg.edu/ Until the OARS registration process is complete; students are not eligible for accommodations.

- Consideration for your Health and Wellness: Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Contact Student Health Services and or The Counseling Center for help with these or other issues by calling 336-334-5874, visiting the website at https://shs.uncg.edu/ or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

- Submitting Assignments:
  - If you encounter problems submitting your Canvas assignment, you are to: 1) contact 6-TECH Technical Support and open a Service Desk Ticket. 2) inform me of the problem via an e-mail, which includes your Service Desk Ticket number.
  - Before submitting your first assignment, please do the following:
    1. Be sure to read and utilize the information provided in the link titled “Instructions for Submitting Canvas/Turnitin Assignments.” This link is located in the Start Here! Canvas Module.
    2. Go to http://guides.instructure.com for information on supported browsers for Canvas.
  - Follow assignment directions carefully and submit your work as requested. Points will be deducted if you do not. Understand, in the business world, not following directions can negatively impact your credibility and may result in lost promotions and or, in termination.
  - Be sure to post the correct file/version of your assignment. Assignments will not be re-graded due to an incorrect file submission.
  - To ensure successful submission of your Canvas assignments:
    1. Confirm you are using an updated and Canvas supported browser.
    2. Be advised: Canvas assignment links will not be available after the designated due date/time.
    3. Submit assignments in advance of the designated due date/time to allow for any unforeseeable technical difficulties preventing a timely and successful submission. It takes more than 5 minutes to correctly upload an assignment. Do not wait until the last minute to post/submit an assignment as the link will expire.
    4. Be sure to use a computer to post assignments, not a phone or tablet.
5. Complete the entire submission process. Be sure you receive the Digital Receipt as it documents the successful submission of your assignment. If there is not an assignment posted for you/your team, I will assume you/your team chose not to submit and, you/your team will receive a zero/0.

- **Late Work:** All graded assignments are to be posted in Canvas by the designated due date/time. If there is not an assignment posted for you/your team in Canvas, I will assume you/your team chose not to submit and, you/your team will receive a zero/0. The Late Work policy does carry one caveat, a “Get Out of Jail Free” Card. This card entitles you to submit ONE late assignment (applies only to the designated assignments below). Use this card wisely and read/understand the following terms:
  - Save this card for an emergency, illness or technical issue preventing a timely assignment submission.
  - Applies only to graded Individual Writing/Speaking assignments. Please note: This does not apply to Discussion Board Postings, Activities, Peer Review, the Group Research Report or Research Report PowerPoint. Additionally, this card does not apply to incomplete assignment submissions or incorrect assignment submissions.
  - To redeem this card, you must e-mail me no later than 48-hours after the original due date/time stating you/your team wish to use your Get Out of Jail Card and, include your assignment as an attachment to the e-mail. If you do not e-mail me/submit your assignment within the 48-hour period, you will receive a 0/zero. No exemptions, excuses, discussions, etc.

**TO BE SUCCESSFUL IN THIS COURSE:**
- **IMPORTANT:** In Canvas, make sure your Notifications preferences are set to receive a notice ASAP for all Announcements. As an online course, it is imperative you receive messages from me immediately.
- Post any course and or assignment related questions you have to the open/running Questions & Answers Discussion Board forum. This forum will serve as a means to facilitate conversation and answer any questions you have regarding assignments, the Course Schedule, etc. I will check the forum and reply/post with answers. Everyone is encouraged to check this forum daily for information that may provide further clarification and or helpful resources. Before e-mailing with a question, be sure to check the forum first.
- Be responsible and utilize all resources provided (PowerPoint lectures, assigned readings, activities, videos, Discussion Board forums, etc.). Resources and information have been carefully selected to help you understand course materials and aid in completing assignments. If you choose not to use the resources and information provided in the weekly Units, you choose to lower your grade significantly and you may not pass this course.
- Read all assignments in advance and seek help or clarification immediately. If you e-mail a question regarding how to complete an assignment, the day before it is due, it is unlikely you will receive a timely response.
- By enrolling in this course, you agree to the course timeline, deadlines and responsibilities. You are to manage your time accordingly—everyone has personal and professional responsibilities to balance.
- Assignments are exercises in the balance of following directions and applying ingenuity. Detailed directions will be provided to help with assignment completion. Follow these directions carefully and fulfill assignment requirements as noted. Points will be deducted if you do not. Pay close attention to details when completing each assignment. Always cite all sources of information in correct APA format.
- Complete all assignments (graded or not). If you choose not to complete an assignment, you choose to lower your grade significantly and you may not pass this course.
- Be respectful and courteous to everyone at all times.

**ASSIGNMENTS:**
For all assignments, specific instructions will be posted in Canvas. The Innovation Project outlined below serves as the basis for all Writing and Speaking assignments. If you have questions, need help, clarification or do not understand something, you are encouraged to schedule an appointment during Office Hours, as I am waiting to help. It is essential to read assignment instructions and make appointments in advance for visiting Office Hours if you foresee questions or need assistance.

**Innovation Project:**
This course endeavors to have students experience deep learning, and it is the expectation of the Bryan School that students work on real projects for real organizations. Therefore, each term all the MKT309 sections have a hands-on project on a client’s real business need. This semester-long Innovation Project is a means of learning how to communicate, collaborate, research, problem solve and design an innovation in a real-world context. If for any reason you are uncomfortable with the client or the project you are welcome to drop the course and take it at a future date when
there will be a different client and project. The educational ideas/products that are delivered to the client at the end of term are a polished innovation report and a persuasive PowerPoint with embedded video.

The approach to innovation taught in this course is called Design Thinking, a method adopted by leading companies such as Google, Apple, Pepsi, and even the U.S. Marines. As such, you will learn the Design Thinking methods, mindsets, steps, and tools in order to apply it to the client’s wicked problem(s). Core components of this approach will be taught through the Innovation Project and business communication assignments. This way, clarity, structure, insight, persuasion and other key principles of impactful business communication, along with the ability to solve problems adaptively and effectively with others, are instilled in tandem.

Innovative Practices such as character strengths, mindsets and mindfulness will be taught to facilitate individual and group business communication and innovation activities. You will learn about listening, empathy, agility, collaboration, problem-solving, and resilience (handling setbacks). Additionally, you will be placed into teams and required to develop an innovation for an actual client. Although innovation is typically thought of as a new product or service, it can be any new or improved product, process, system, or model that addresses a market or operational opportunity or challenge.

Graded Writing Assignments:

<table>
<thead>
<tr>
<th>Individual Writing Assignments:</th>
<th>Group Writing Assignment:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary Research Memo</td>
<td>Investigative Research Report</td>
</tr>
<tr>
<td>Reflection Exam</td>
<td></td>
</tr>
</tbody>
</table>

For all Writing assignments, please note the following:

- Review the Writing Rubric posted in Canvas to understand how you will be graded and, to ensure high-quality work.
- Contact The University Writing Center for additional assistance and resources to aid in revising your work (face-to-face and online sessions are available). If English is your second language, you are encouraged to seek this assistance.
- Graded work and or feedback will be available in Canvas. To access graded work and or feedback, click on “Grades,” and then click on the name of the assignment. To view comments and feedback noted in the assignment, select “View Feedback” and, to access the Rubric, select “See Rubric.”

Graded Speaking Assignments:

<table>
<thead>
<tr>
<th>Individual Speaking Assignments:</th>
<th>Group Speaking Assignment:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Extemporaneously and Filming Yourself</td>
<td>Research Report PowerPoint with Video Embed</td>
</tr>
<tr>
<td>Speech #1 *</td>
<td></td>
</tr>
</tbody>
</table>

* With appropriate documentation, Extra Credit is available/applicable to the Speech #1 grade by attending a consultation appointment (face-to-face or online) at The University Speaking Center.

For all Speaking assignments, please note the following:

- For Individual and Group assignments, review the Speaking Rubric posted in Canvas to understand how you will be graded and, to ensure high-quality work.
- Contact The University Speaking Center for additional assistance and resources to aid in writing your outline and delivering your speech. If English is your second language, you are encouraged to seek this assistance.
- Graded work will be available in Canvas. To access graded work, click on “Grades,” and then click on the name of the assignment. To view comments and feedback, select “See Rubric.”

PARTICIPATION:
As with a face-to-face class, your participation in an online class is also required to be successful. You are expected and required to participate in this online course by thoughtfully completing Activities, Discussion Board (DB) Forums and Peer Evaluations and working diligently with your group, which includes attending (in person or virtually) in meetings and being communicative to group messaging (emails, GroupMe, texting, WhatsApp, etc.). Team members are to immediately inform the instructor of any issues related to team communication and engagement. If you fail to “show up” or participate/communicate with your group or the instructor after 3 business days, the instructor has the right to withdraw you from the course.
Activities: Read all course materials carefully, especially the PowerPoint lectures, which contain detailed lessons and notes, resources, included embedded videos, and or Activities that will aid in completing upcoming assignments.

Discussion Board (DB) Forums: On designated weeks listed in the Course Schedule, DB forums will be provided for you to respond to. Check Course Schedule for due dates and times. Please note: DB forums will not be available after the designated due date and time. Upon completion of the required Unit activities (PowerPoint lectures, assigned readings, videos, etc.), you are required to submit at least 2 postings per DB forum (1 Initial Post and 1 Response Post). The forums will analyze cases and or discuss topics covered in the PowerPoint lectures, assigned readings, videos, etc. and will align with an upcoming assignment. The purpose of these forums is to practice business-writing skills and discuss with your classmates what you learned in the Unit—ultimately helping you prepare for an upcoming assignment.

Requirements for DB Forums:
1. Initial Post:
   ● Complete no later than 11:59 p.m. on Friday to ensure adequate time necessary for thoughtfully responding to classmates’ postings.
   ● Must be substantive—well-constructed, thoughtful and demonstrate mastery of Unit concepts/material by including Unit specific information such as terms, concepts, etc. defined and explained in your own words.
   ● Encourage and facilitate conversation with your classmates (e.g. ask questions).
   ● Include a personal story and or example(s) that adds depth to the topic and demonstrates application to real-life.
2. Response Post:
   ● Must be substantive—well-constructed, thoughtful and demonstrate mastery of Unit concepts/material by including Unit specific information such as terms, concepts, etc. defined and explained in your own words.
   ● Encourage and facilitate conversation with your classmates (e.g. ask/respond to questions). Postings that say “I agree/Great point” or restating what another student has already said do not count as a post and your assignment will be graded as not meeting requirements.

Peer Evaluations: As part of the Innovation Project, you will be required to complete a Peer Evaluation on each team member detailing and grading their contributions and participation. Specific instructions will be posted in the “Assignments” module in Canvas. Be advised: Failure to complete a Peer Evaluation with a numeric grade for each team member will result in an automatic one-letter grade deduction on YOUR Peer Evaluation.

GRADING:
- It is your responsibility to check Canvas weekly for assignment and participation grades. Grades posted in Canvas will not be discussed/reviewed after 5 business days.
- Assignments will be graded as quickly as possible (minimum of 8-10 business days).
- Final course grades are not rounded up.
- Grades are not “given,” they are “earned” based on your demonstrated performance. As in the business world, you are evaluated on your performance, not on effort. Therefore, as a performance-based course, you are graded on your performance activities, not on effort. Remember, the key to excellence is practice!
- Do NOT ask for a grade reconsideration. Do not email me after searching for something to use to justify an increase in your score. Do not tell me you are a 4.0 student with the intention to influence me to post a higher grade. Under no circumstances will grades be negotiated, whether electronic or in-person, with the instructor or graduate assistant. Questioning the veracity of grades or expertise by which evaluations have been made will not be entertained. Only if a mathematical calculation is possibly erroneous, should a question be raised.
- Given the depth and quantity of resources and information provided with this course, all assignments will be graded critically and unsympathetically. Be responsible and utilize all resources provided (PowerPoints, assigned readings, activities, videos, etc.). Resources and information have been carefully selected to help you understand course materials and aid in completing assignments. If you choose not to use the resources and information provided in this course, you choose to lower your grade significantly, and you may not pass this course.
- Some aspects/assignments may be ambiguous. The managing of ambiguity and uncertainty, and the ability to defer judgement, are key thinking skills that impact your problem-solving skills. Life is full of ambiguity and
uncertainty (we will study this). And, while every attempt to be clear is made on content and assignments, each person has a different view of life; therefore, if you have questions or feel unclear, it is your responsibility to ask a question.

Below are the graded assignments and their associated percentage of your grade:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Total Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual Writing Assignments:</strong></td>
<td></td>
</tr>
<tr>
<td>Secondary Research Memo, Reflection Quiz</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Individual Speaking Assignments:</strong></td>
<td></td>
</tr>
<tr>
<td>Speaking Extemporaneously and Filming Yourself, Speech #1</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Team Writing Assignment:</strong></td>
<td></td>
</tr>
<tr>
<td>Investigative Research Report</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Team Speaking Assignment:</strong></td>
<td></td>
</tr>
<tr>
<td>Research Report Presentation</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Participation:</strong></td>
<td></td>
</tr>
<tr>
<td>Discussion Board Forums, Activities, Peer Evaluations</td>
<td>20%</td>
</tr>
</tbody>
</table>

Grading Matrix:

<table>
<thead>
<tr>
<th></th>
<th>A:</th>
<th>B:</th>
<th>C:</th>
<th>D:</th>
<th>F:</th>
</tr>
</thead>
<tbody>
<tr>
<td>+</td>
<td>N/A</td>
<td>89-87</td>
<td>79-77</td>
<td>69-67</td>
<td>59 or below</td>
</tr>
<tr>
<td>-</td>
<td>100-94</td>
<td>86-84</td>
<td>76-74</td>
<td>66-64</td>
<td></td>
</tr>
<tr>
<td></td>
<td>93-90</td>
<td>83-80</td>
<td>73-70</td>
<td>63-60</td>
<td></td>
</tr>
</tbody>
</table>

LEARNING OUTCOMES:

The Bryan School of Business and Economics Mission Statement and Student Learning Outcomes:

In the Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.

Common Bryan School Learning Goals:

1. Students will implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision-making.
2. Students will apply appropriate ethical standards when making recommendations for business decision making.
3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts.
4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance.
6. Students will be able to plan, schedule, contribute to, and lead projects

Impact of this Course on the Student Learning Goals:

Upon successful completion of this course, you will be able to meet various components of two program-learning goals Learning Goal #5 Innovation and Learning Goal #6 Collaboration and Communication.
• Learning Goal #5 Innovation: This course will introduce (1) three aspects of innovative thinking—mindfulness, mindsets and strengths and (2) the Design Thinking problem-solving approach. The innovation assessment is an end-of-term essay on these two components.
  5.1: Understand the process and product of innovation
  5.2: Relate the innovation process to value in business strategies, decisions and performance

• Learning Goal #6 Collaboration and Communication: In this course, you will study effective business writing and presenting. Additionally, in teams, you will plan and manage a semester-long project focused on a real client’s business need —producing draft and final writing and speaking products. The written assessment is the end-of-term innovative essay and, the speaking assessment will be the video presentation of the project.
  6.1a: Employ multiple forms of written communication techniques to deliver the most effective communication for the situation
  6.1b: Employ multiple forms of spoken and nonverbal communication techniques to deliver the most effective communication situation.

Course Outcomes:
In this course, you will also be introduced to various learning components of critical thinking, ethical decision-making and strategy formulation with audience consideration relative to multicultural communication and, in order to achieve these Course Outcomes, you will:

1. Understand the importance of effective communication in the workplace
2. Identify communication strategies to business situations.
3. Create responses to communication needs.
4. Conduct business research for evidence-based writings and presentations.
5. Use accurate documentation of sources.
6. Write concise and organized documents using the appropriate format.
7. Use the Three-Step Writing process.
8. Write reports based on evaluation of data.
9. Develop and demonstrate effective oral presentations with verbal and nonverbal proficiencies.
10. Understand the positive human capacities for deep insight, collaboration, and innovative problem-solving.
11. Develop skills to conceive, research, prototype, and design innovations using verbal, nonverbal, visual-figurative, and written forms of communications.

WI and SI Learning Outcomes and Expectations for Students: MKT309 holds Writing Intensive and Speaking Intensive markers. Our General Education Intensive objective is “Students will be able to write and to speak in genres appropriate to the discipline(s) of the primary subject.” As such, this course will promote your ability to write and speak clearly, coherently and effectively as well as adapt mediums of communication specific to the needs of your audience.

Additionally, with a WI and SI course, there is extensive material to cover and the pace is intense. Keep up with the readings and assignments and plan ahead. Do not procrastinate or fall behind. It will affect the quality of your work and will negatively impact your grade.