USCAnnenberg
School for Communication
and Journalism

COMM 375: Business and Professional Communication
Units: 4
Fall 2017—Tuesday/Thursday—9:30-10:50 am
ANN 211

Instructor: Laurel Felt, PhD; www.laurelfelt.org
Office: ASC 333
Office Hours: Thursdays, 2:30-4:30pm
Contact Info: felt@usc.edu
Annenberg Virtual Commons: http://vc.uscannenberg.org/annenberg-it
Annenberg IT Help Desk: ASC 234 | asctech@usc.edu | (213) 740-3901

Course Description
This experiential learning-oriented course will provide students with the opportunity to function as consultants to two phenomenal clients:

- KCRW, "Southern California's flagship NPR affiliate… world-renowned for its music programming" (https://www.kcrw.com/) and
- Fullscreen Media, "the global leader in social entertainment" (https://fullscreenmedia.co/).

In so doing, the course will respect the requirements set forth by the USC Course Catalog which describes COMM 375 accordingly:

Oral and written communication skills demanded in the workplace including informative and persuasive speeches; interviewing; team communication; personal branding; networking; and negotiation.

Learning Objectives
This course aims to enhance participants' communicative competence in business and professional settings by offering opportunities to study theory and best practices as well as apply this knowledge within the context of conducting research and developing solutions for our clients.

Course Notes

1. **Grading**
   a. This course is graded Numeric and/or In Progress.
   b. Here is the grading scale:

A	92.5-100	B+	86.5-89.4	C+	76.5-79.4	D+	66.5-69.4
A-	89.5-92.4	B	82.5-86.4	C	72.5-76.4	D	62.5-66.4
		B-	79.5-82.4	C-	69.5-72.4	D-	59.5-62.4
						F	59.4 or below

   c. Guidelines for each particular assignment will be provided, and rubrics also will be available in most cases.

   d. **Feedback is extremely important for learning and growth.**

   I annotate written work quite extensively because your ideas are worth considering, and because your writing technique should be as excellent as possible by the time you graduate. Please invest in your own learning by reflecting on this feedback.

2. **Blackboard**
   a. You can get at Blackboard via blackboard.usc.edu, link from my.usc.edu, and/or download Blackboard Mobile Learn from the App Store.
   b. All readings and guidelines are posted to Blackboard (Bb).
   c. Throughout the semester, I will email you updates and reminders. I send every email through Bb's Announcement function; that means that every email is ALSO an Announcement. This way, you can never miss a message from me.
   d. Turnitin is my favorite way to receive written work. It's not because I'm highly suspicious of plagiarism; it's because GradeMark allows me to write comments with great ease, syncs up with Grade Center, tracks when assignments are submitted (flagging late work), and "bundles" all of the submissions in one place – I don't have to keep track of emails and attachments with non-descript file names.

   e. **How to submit written work to Blackboard:**
   1) Open the Assignment folder in COMM 375's Blackboard page.
   2) Click "View/Complete" underneath the specific assignment you want to submit.
   3) In the dialog boxes, type in your Submission Title and select from your files the document you want to submit. Click "Upload."
   4) Once your file is uploaded, click "Confirm."
   5) If your file is submitted successfully, you will see the following message appear on your screen and ALSO receive an email confirmation:
   "Congratulations- your submission is complete! This is your digital receipt. You can print a copy of this receipt from within the Document Viewer."
   NOTE: If you do not receive the message above and/or an emailed digital receipt, then you did not submit your file successfully. Do it again.

f. **How to read my VERY USEFUL comments:**

1) To view a marked paper, the student user will need to click on the blue "View" button next to the assignment.

2) The student GradeMark paper view will open in a separate window in which the student may view or print the grade and comment information.

> NOTE: Not all browsers will be able to display the complete features of the GradeMark product. If a browser that is not fully supported is being used, a notification will inform the user. http://turnitin.com/en_us/training/student-training/grademark-overview

> **If you don't read my comments, you are shortchanging your education.** I am helping you. I spend a lot of time flagging grammar and other issues, challenging you to think through your argument and evidence, complimenting you on well-turned phrases and quality cases. This is what college is for. You cannot afford to graduate with poor writing skills and/or messy logic. Help me help you. Seriously.

g. Should you experience difficulties with Blackboard or any other technological aspects of the course, you may consult with the following resources:

> Annenberg Virtual Commons: http://vc.uscannenberg.org/annenberg-it
> Annenberg IT Help Desk: ASC 234 | asctech@usc.edu | (213) 740-3901
> USC Information & Technology Services: http://itservices.usc.edu/
> USC Libraries: http://www.usc.edu/libraries/
> Lynda.com

Technological Proficiency and Hardware/Software Requirements

This class requires a moderate level of technological proficiency.

Required Readings

I expect you to read, annotate, critically think, and show up prepared.

- Weekly Readings on Blackboard
- McChesney, C., Covey, S., & Huling, J. (2012). *The 4 Disciplines of Execution: Achieving Your Wildly Important Goals.* NY: Free Press.
- Heath, C. & Heath, D. (2007). *Made to Stick: Why Some Ideas Survive and Others Die*. NY: Random House.
- Garner, B. A. (2013). *HBR Guide to Better Business Writing*. Boston: Harvard Business Review Press.

Assignment Submission Policy
1. **Written work (e.g., essays, outlines, bibliographies, slide presentations, etc)**
   a. I never collect paper from you. Save the paper, ink, and time, mes amis.
   b. Post to Blackboard via Turnitin by CLASS TIME *not midnight*. I want you to have things to use IN CLASS. To be safe, you could consider things due by Monday at 11:59 pm. To be "skin of your teeth," things are due by Tuesday at 9:29 am.
   c. If the file is too large for Turnitin, then email it to me. If the file is too large for email, please upload the file to Google Drive and share it with laurelfelt@gmail.com.
   d. *If you experience Bb difficulties, then email the assignment to me by class time.*

2. **Spoken work**
   a. Share in class on the date that you speak.

Additional Policies
1. **Late and unfinished assignments**
   a. Make-up work will be allowed without penalty for excused absences only, and are due by the beginning of the next class session.
   b. For unexcused absences, there will be a full letter grade loss on the evaluation of that assignment for each day that it is late.
   c. Students must complete all assignments in order to receive credit in the course.

2. **Late arrival to and early departure from class**
   a. Class meetings are precious! Don't miss class. DON'T.MISS.CLASS.
   b. Arriving late and/or leaving early means that you miss participation opportunities. Your participation grade will suffer accordingly.
   c. You are responsible for the material that you miss. Find out what happened by conferring with peers. It isn't fair for me to "reward" you for skipping out on us by taking my own time to deliver a one-on-one recap.

3. **Absent from class**
   a. Class meetings are precious! Don't miss class. DON'T.MISS.CLASS.
   b. Your participation grade will suffer if/when you don't participate due to absence.
   c. You are responsible for the material that you miss. Find out what happened by conferring with peers. In the case of an excused absence, you may come see me during office hours so we can walk through any finer points. In general, the biggest secret is practice. We use class time to do a lot of applied work via games, exercises, discussions, and speeches.

4. **Use of technology in the classroom**
   a. You may use your phone as a timer and to photograph the white board.
   b. If you're not doing any of those things, then put your phone away. Period.
   c. When I'm spouting pearls of wisdom aloud and/or scribbling gems on the white board, you may take notes on paper or computer/tablet. It is VERY OBVIOUS to me when you're taking notes and when you're doing other stuff. Please listen and participate; please be present in the room with us and get the most out of this opportunity. It's worth it.

d. When your peers are speaking, your laptop and/or tablet should be closed. Period. I vehemently expect all students to practice respectful, active listening. This type of listening helps speakers to feel safe, and safety is non-negotiable.

5. Grading questions
   a. After receiving a grade, students must wait for 24 hours before addressing the instructor. Please use this time to think through the strength of your case.
   b. If you have determined that your grade merits further review, then submit your complaint/rationale in writing within the next week (7 days). Again, complaints or requests for reconsideration of a grade will not be considered unless they are submitted in written form and delivered after 1 day but before 8 days have elapsed.
   c. A complaint constitutes an argument, and will be evaluated by the standards of acceptable argumentation as presented in class readings and lectures.

Grading Breakdown, Description and Assessment of Assignments

ASSIGNMENT	POINTS	% of GRADE	CRITERIA (see separate guidelines)
Research Protocol	**50**	**5%**	
Dataset	**50**	**5%**	
Data Insights	**50**	**5%**	
KCRW or Fullscreen Competitor Analysis	**100**	**10%**	
Resume	**100**	**10%**	
KCRW pitch – First Draft	**50**	**5%**	
Fullscreen pitch – First Draft	**50**	**5%**	
KCRW pitch – Final Draft	**150**	**15%**	
Fullscreen pitch – Final Draft	**150**	**15%**	
Capstone Project OR Professional Profile: -Personal brand -Dragon-slaying story -CAR stories -Elevator speech -Resume "tree" -Cover letter -LinkedIn -References -Headshot	**100**	**10%**	
Participation: -group work -field trips -public speaking exercises -mock negotiation -mock interview -listening	**150**	**15%**	**1. Respectful, active listening** (e.g., making eye contact, leaning forward, nodding, etc) **2. Proper use of technology** (e.g., stowing cell phone, writing/typing solely to note-take) **3. Sensitive, generous sharing** (e.g., offering feedback to peers, asking & answering questions, giving 100% to in-class activities, working productively with peers, etc) **4. Logistical requirements** ATTENDANCE: (see policies)
Extra credit	*Up to 50*	*Up to 5%*	
TOTAL	1000	100%	

	Topic	Bb Weekly Readings & Videos	Assignment
Week 1: Foundations			
8/22	**Team-building & Intro to COMM 375**		IN CLASS: Share contact info, complete emergency contact & permission slips | "Stalk" clients
8/24	**Client research - USC library tools and media literacy**	GUEST SPEAKER: Chimene Tucker, USC Libraries	IN CLASS: Research jigsaw; Desired data & key Qs; Competitor discovery; Each student selects a competitor to analyze
Week 2: Meet the Clients			
8/29	**Original research: Surveys, Interviews, Focus Groups | Data collection approaches**		
8/31	**Welcome to KCRW & Fullscreen**	GUEST SPEAKER: Danny Sway, Director of New Membership, KCRW GUEST SPEAKER: Jessie Leventhal, Coordinator, Influencer Marketing, Fullscreen	KCRW or Fullscreen Competitor Analysis due
Week 3: Research Design			
9/5	**Craft Research Protocol**		
9/7	**Pilot & Revise**		Research protocol due by end of class
Week 4: Sharing Your Story (and collecting data outside of class)			
9/12	**Personal branding, Dragon-slaying stories & Elevator speeches**	"Personal branding" "Advice from Liz Ryan of Forbes" "Elevator speeches" GUEST SPEAKER: Maggy Sterner, Brand & Business Coach	
9/14	**Networking & Job hunting**	"LinkedIn" GUEST SPEAKERS: Syed Ibrahim, Hired; Sanam Ghaneeian, January Digital; Andrew Allanson, Salesforce; Bryan Tran Sammy Solomon	IN CLASS: Cold and follow up emails; LinkedIn searches, groups, follows, posts, and messages; Job sites; Recruiters
Week 5: Dealing with Data			
9/19	**Analyzing data**		Dataset due
9/21	**Graphic design**	Annenberg Digital Lounge	IN CLASS: Infographics, Slide design, Resume design
Week 6: KCRW			
9/26	**Making a great first impression**	"Executive Presence" "Talking to Strangers"	Data insights due IN CLASS: Research; Self-presentation; Small talk, entry, exit; Digital footprint, email signature, LinkedIn
9/28	WE VISIT KCRW	Tour & Talk 9:30-10:30 am	LEAVE EARLY MAP IT

		1900 Pico Blvd. Santa Monica, CA 90405	CAR POOL Dr. Felt: 847.528.1350
Week 7: Fullscreen			
10/3	**Marketing, User Stories and More**	GUEST SPEAKER: Therese Wilbur, USC Marshall School of Business	IN CLASS: Prepare Qs; Ideate…
10/5	WE VISIT Fullscreen	Tour & Talk 9:30-10:30 am 12180 Millennium Dr. Los Angeles, CA 90094	LEAVE EARLY MAP IT CAR POOL Dr. Felt: 847.528.1350
Week 8: Sense-making and Design			
10/10	**Debrief, Ideate, (Plan second wave of research?)**	"Resume exemplars" "Advice from Liz Ryan of Forbes"	
10/12	**FLEX**		IN CLASS: Gather data? Return to Annenberg DL? Work session?

Week 9: Get the Job (and work on client projects outside of class)			
10/17	**Resume & cover letter workshop**	"Resume exemplars" "Advice from Liz Ryan of Forbes"	
10/19	**Interviewing: Informational, Job (phone, video, F2F, group, hands-on)**	"Informational interviewing" GUEST SPEAKER: Shana Schwartz, USC Annenberg Works	
Week 10: Public Speaking Boot Camp			
10/24	**Public speaking: Skill-building**		IN CLASS: Create pitch outlines
10/26	**Public speaking: Storytelling, Q&A**		
Week 11: Humans at Work			
10/31	**Leveraging assets & Appreciating diversity**	USC Career Center Diversity expert	IN CLASS: Personality and skills (Big 10, discuss MBTI), Demographics (Race, gender, ethnicity/ nationality, other)
11/2	**Persuasion theories**		
Week 12: Persuasion in Action			
11/7	**Negotiation**	GUEST SPEAKER: Tiffany Madden, USC Annenberg Works	IN CLASS: Mock negotiation
11/9	**Interview "performance"**		IN CLASS: Mock interview
Week 13: Dress Rehearsal			
11/14	**Pitch dress rehearsal**		Fullscreen pitch – First Draft due
11/16	**Pitch dress rehearsal**		KCRW pitch – First Draft due
Week 14: Polish			
11/21	**NO CLASS MEETING: Team get-togethers**		
11/23	**NO CLASS: THANKSGIVING**		Enjoy food

Week 15: Pitch!			
11/28	**Pitch Fullscreen**		Fullscreen pitch – Final Draft due
11/30	**Pitch KCRW**		KCRW pitch – Final Draft due
FINAL 12/7	**Submit final project**		Professional Profile OR Capstone Project due

NOTE: The instructor reserves the right to adjust this schedule at any time as she sees fit.

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* http://equity.usc.edu/ or to the *Department of Public Safety* http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* http://emergency.usc.edu/will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. NOTE: USC Dornsife Writing Center, http://dornsife.usc.edu/writingcenter/, Taper Hall of the Humanities Room 216, is an excellent resource.

Students whose primary language is not English should check with the *American Language Institute* http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. NOTE: Please inform the instructor as soon as possible if English is not your primary language and you believe you may require special accommodations.

The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. NOTE: Any student requesting academic accommodation based on a disability is required to register with The Office of Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to your instructor (or TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is 213-740-0776.