

## CJN 177 - PROFESSIONAL COMMUNICATION (4 credits)

### Course Description

This course examines specific types of professional communication and the correct and accepted use of English in that communication. Written and visual communication techniques are included. Assignments will be made, covering business letters and press releases, as well as visual presentations and web page communication.

### Course Format

This course will combine lecture and class discussion with in class speeches. More than three absences may significantly affect the grade, as will perpetual lateness. Attendance will be particularly important on all days that graded speeches are given.

### Course Objectives

1. Write effective professional letters and press releases in English.
2. Understand the nature and importance of organizational internal and external communication.
3. Produce competent visual presentations, and deliver them effectively.

### Required readings

Bové, Thill, and Schatzman: Business Communication Today, 9<sup>th</sup> ed. Prentice Hall 2008.  
Other readings will be put on reserve.

### Evaluation

*The final grade for this course is determined as follows:*

Attendance and class participation	10%
Business Problems presentation	25%
Nonprofit problems presentation	25%
Mid-term Exam	20%
Final Exam	20%

*The grade scale is the following:*

A= 95% +	A-= 93%+	B+= 90%+	B= 85%+	B-= 83%+
C+= 80%+	C= 75%+	C-= 73%+	D= 65%+	F= 65%-

### Attendance Policy

The Suffolk University faculty and administration believe that attendance is critical to understanding and applying knowledge and skills taught. The policy is that students must attend all classes. If a student has more than two unjustified absences the final grade will be lowered by half a grade, (for example, a B will become a B-). After each additional absence, the grade will be lowered by another half a grade.

### Punctuality

Arriving more than ten minutes late to class will be considered an absence. The student might not be allowed to enter class.

### Cellular phones and laptops

Cell phones and laptops should be turned off during class.

### **Assignment submissions**

The term paper and any other required assignments must be submitted as **hard copy (!)** at the beginning of a scheduled class (please see above).

### **Late submissions**

Late work will not be accepted. There will be no alternative to completing all required work as scheduled. Hence, failing to hand in required assignments on time results in a **loss of points** or – as in the case of the term paper – in a **grade of “F”** (i.e. the student will lose 20% of the total of his/her final grade). In the event of illness, documentation must be provided.

### **Food and drinks**

Students may only consume water during class but no other kind of drinks and no food may be brought to class.

### **Class Schedule and Assignments:**

Week 1: Class orientation, syllabus explanation, introduction to communication.

Reading: Chapters 1 - 3

Week 2: Communicating in teams, communicating interculturally.

Week 3: The process of writing

Reading: Chapters 4 - 6.

Week 4: Introduction to visual communication

Reading: Chapter 11

Week 5: Using Power Point, theory and practice

Reading: Chapters 15 – 16, On Reserve

Week 6: **Business Problems Presentations Using Power Point**

Week 7: Review of the first six weeks' content

**Midterm Test**

Week 8: Professional political communication and the Web

Week 9: **Addressing problems in nonprofit organizations Using Power Point**

Week 10: Presenting your professional self

Reading: Chapter 17

Week 11: Applying theory to making effective CVs

Week 12: Web page design, theory and practice

Week 13: Diversity and barriers to effective professional communication

**Final Test**