

**Loyola University Chicago**  
**COMM 103- 203 Business and Professional Speaking**  
**Spring 2024**  
**Monday, Wednesday, and Friday 10:25 - 11:15 AM**  
**Corboy Law Center Room 205**

Instructor: Ms. Katrina Kemble

E-mail: [kkemble@luc.edu](mailto:kkemble@luc.edu)

Office hours: Before and after class and by appointment.

**Welcome to Comm 103!**

This course will meet in person every Monday, Wednesday, and Friday. Attendance is mandatory. However, in the event that you are ill, assignments and activities will be available online.

**Course Description**

This course is designed to teach you how to research, organize, write, and deliver speeches with an emphasis on business and professional communications. You will also learn to be an intelligent, thoughtful, and critical listener.

**Course Goals**

- Select a topic or a position on an issue that is relevant to your audience.
- Research the topic and choose appropriate academic sources to support it.
- Organize your ideas in a logical and cogent manner.
- Use proper presentation methods to deliver a speech to an audience.

As a listener, you will be responsible for

- Critiquing speeches based on the guideline for proper professional discourse.
- Listening and reading attentively and offering constructive and supportive feedback.

**Textbook**

There is no required textbook for the course. A book that I recommend and will be using is *Speak Up! An Illustrated Guide to Public Speaking 4th Edition* by Douglas M. Fraleigh

and Joseph S. Tuman. A copy of this book is available in LUC's library.

### **IT Support**

Throughout the semester you may access IT support through the ITS Service Desk. The ITS Service Desk can be contacted at [helpdesk@luc.edu](mailto:helpdesk@luc.edu) or at 773.508.4487. Also, there are guides for using Sakai, Zoom, and Panopto at [luc.edu/online/resources/technology/](http://luc.edu/online/resources/technology/). I recommend taking a look at these guides to familiarize yourself with these resources as we may be using some of them this semester.

### **Classroom Policies**

1. Students are expected to regularly attend and actively participate in class.
2. All work is expected to be submitted on time. Work handed in within one week after the due date will result in a 10% grade reduction. Work more than one week late will not be accepted unless we have a discussion about it first and agree to to due date.
3. Plagiarism will result in a grade of 0.
4. Polite and professional behavior is expected at all times. Loyola University is a professional environment and, therefore, professionalism is expected at all times.

### **Anti-Racism Statement**

This is an anti-racist space. This class will be free of hate speech regarding sexual orientation, gender expression, race, and socio-economic status or background. Inflammatory remarks will not go unchecked and will not be tolerated. Each member of this class is responsible for fostering an environment in which people and their ideas are respected.

### **School of Communication Statement on Academic Integrity**

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines.
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit;  
or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source> .

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans. Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

[http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml).

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

### **Title IX Notice of Reporting Obligations for Responsible Campus Partners**

As an instructor, I am considered a Responsible Campus Partner ("RCP") under Loyola's **[Comprehensive Policy and Procedures for Addressing Discrimination, Sexual Misconduct, and Retaliation](#)** (located at **[www.luc.edu/equity](http://www.luc.edu/equity)**). While my goal is for you to be able to share information related to your life experiences through discussion and written work, I want to be transparent that as a RCP I am required to report certain disclosures of sexual misconduct (such as sexual assault, sexual harassment, intimate partner and/or domestic violence, and/or stalking) to the University's **[Title](#)**

## **IX** Coordinator.

As an instructor, I also have a mandatory obligation under Illinois law to report disclosures of or suspected instances of child abuse or neglect (<https://www.luc.edu/hr/legal-notices/mandatedreportingofchildabuseandneglect/>).

The purpose of these reporting requirements is for the University to inform students who have experienced sexual/gender-based violence of available resources and support. Such a report **will not generate a report to law enforcement** (no student will ever be forced to file a report with the police). Furthermore, the University's resources and supports are available to all students even if a student chooses that they do not want any other action taken. Please note that in certain situations, based on the nature of the disclosure, the University may need to take additional action to ensure the safety of the University community. If you have any questions about this policy, you may contact the **Office for Equity** at [equity@luc.edu](mailto:equity@luc.edu) or 773-508-7766.

If you wish to speak with a confidential resource regarding gender-based violence, I encourage you to call **The Line** at 773-494-3810. The Line is staffed by confidential advocates from 8:30am-5pm M-F and 24 hours on the weekend when school is in session. Advocates can provide support, talk through your options (medical, legal, LUC reporting, safety planning, etc.), and connect you with additional resources as needed. More information can be found at [luc.edu/coalition](http://luc.edu/coalition) or [luc.edu/wellness](http://luc.edu/wellness).

### **Student Accommodations**

Any student who needs special accommodation during exams or class periods should provide documentation from the Student Accessibility Center confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates. For more information about registering with SAC or questions about accommodations, please contact SAC at 773-508-3700 or [SAC@luc.edu](mailto:SAC@luc.edu).

### **Managing Life Crises and Finding Support**

Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral ([LUC.edu/csaa](http://LUC.edu/csaa)) for yourself or a peer in need of support. To learn more about the Office of the Dean of Students, please find their websites here: [LUC.edu/dos](http://LUC.edu/dos) or [LUC.edu/csaa](http://LUC.edu/csaa); phone number 773-508-8840, email [deanofstudents@luc.edu](mailto:deanofstudents@luc.edu)

## **Assignments and Grading**

Cultural Artifact Speech/ Speech of Introduction	50 points
TED Talk Outline	10 points
TED Talk/ Informative Speech	75 points
Special Occasion Speech Outline	10 points
Special Occasion Speech	75 points
Job Interview Speech Outline	10 points
Job Interview Speech	100 points
Team Sales Pitch/Final Speech	100 points

### Grading Scale

100-93% - A	79-78% - C+
92-90% - A-	77 – 73%- C
89-88% - B+	72 -70% - C-
87-83% - B	69- 60% - D
82-80% - B-	

You may keep track of your progress in the course through the gradebook on Sakai.

### **Course Schedule**

\*\*Subject to change

#### **Week 1 – 1/17**

Introduction to the course and syllabus. Power point and discussion on what makes for a good speech. Watch Barack Obama's First Day of School speech and discuss.

#### **Week 2 – 1/22**

The Cultural Artifact speech assigned and discussed. Overcoming speech anxiety. Using your voice in public speaking. Watch the TED Talk "Speaking Up Without Freaking Out" by Matt Abrahams and discuss. Speech organization and structure discussed.

**\*\*Last day to add/drop a course - 1/29\*\***

**Week 3- 1/29**

**Cultural Artifact Speech Due.**

**Week 4 – 2/05**

Finish any Cultural Artifact speeches. TED Talk assigned and discussed. Discuss Kairos and choosing a topic. Brainstorm topic ideas. Watch and critique TED Talks. **Outline to TED Talk speech due Friday.** Peer-critique outlines in class. Submit through Sakai by the end of the day Friday.

**Week 5 –2/12**

Discuss attention-getting introductions Write an attention-getting opening that introduces your topic and share with the class. Discuss TED Talks and watch a few in class. Work on introduction to TED Talk and present in small groups.

**Week 6- 2/19**

**TED Talk Due**

**Week 7-2/26**

Complete TED Talks. Introduce Special Occasion Speech. Watch Special Occasion speeches in class and discuss.

**Week 8 - 3/04 - Spring Break**

**Week 9 - 3/11**

**Monday:** Discuss Special Occasion Speech and topic ideas

**Wednesday and Friday: Introduction to Special Occasion speech due.** Peer-critique introductions. Be prepared to deliver your introduction to the class. **Outline due Friday**

**Week 10 –3/18**

**Special Occasion Speech Due**

**Week 11 - 3/25**

**\*Last Day to Withdraw from Class - 3/25**

Job Interview speech assigned and discussed. Discuss speech organization. Mock interviews in class.

**\*No class Friday 3/29 - Good Friday**

**Week 12- 4/03**

**\*No Class Monday 4/01**

**Wednesday:** Review job interview speech and discuss ideas. Mock interviews in class, cont.

**Friday: Rough draft to Job Interview speech due.** Peer critique job interview speech. Be prepared to deliver in class and give your classmates feedback. **Outline due Friday**

**Week 13 -4/08**

**Job Interview Speech Due.**

**Week 14 - 4/15**

**Job Interview speech, cont. Make up any missing speeches**

Elevator Speeches and Impromptu speaking. Deliver Elevator speeches and give each other feedback. Discuss final speech and work in small groups. Watch professional team speeches in -class. Critique them and discuss. Meet in working groups to discuss speech.

**Week 15- 4/22**

Meet in working groups to work on final speech.

**Finals Week 4/29 - 5/4**

**Final speech due.**