

**SPCH 1315 (9J1, 9J2, &)****CREDIT**

3 Semester Credit Hours (3 hours lecture, 0 Lab hours lab)

**MODE OF INSTRUCTION** -Online**PREREQUISITE/CO-REQUISITE:**

None



**LAMAR INSTITUTE  
OF TECHNOLOGY**

**COURSE DESCRIPTION**

Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations.

**COURSE OBJECTIVES**

Upon completion of this course, the student will be able to

- Demonstrate an understanding of the foundational models of communication.
- Apply elements of audience analysis.
- Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
- Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
- Demonstrate effective usage of technology when researching and/or presenting speeches.
- Identify how culture, ethnicity and gender influence communication.
- Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

**CORE OBJECTIVES MEASURED**

- Critical Thinking Skills: To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
- Communication Skills: To include effective development, interpretation and expression of ideas through written, oral and visual communication.
- Teamwork: To include the ability to consider different points of view and to work effectively with others.
- Personal Responsibility: To include the ability to connect choices, actions and consequences to ethical decision-making.

Approved: **Initials/date**

## **INSTRUCTOR CONTACT INFORMATION**

Instructor: Carolyn M. Cross, Ph.D.

Email: [ccross@lit.edu](mailto:ccross@lit.edu)

Office Hours: MWF 12-4pm

## **REQUIRED TEXTBOOK AND MATERIALS**

Exploring Public Speaking, 4th Edition. This is a free e-book available online at <https://oer.galileo.usg.edu/communication-textbooks/1/> in Word, PDF and EPUB (earlier editions) formats.

Students can also view and download the PDF attachment on Blackboard.

## **ATTENDANCE POLICY**

Because this is a fully online course, attendance is measured by active participation and timely completion of required course activities, not by physical presence in a classroom.

### **What Counts as Attendance**

- You are considered “present” in this course when you do all of the following:
- Log into the course regularly (multiple times per week)
- Complete weekly modules by their deadlines
- Submit speeches, discussion posts, quizzes, and peer evaluations on time
- Participate in required discussion boards and peer-review activities
- Upload required speech videos and outlines as instructed
- Simply logging into the course without completing required work does not count as attendance.

### **Weekly Participation Expectations**

- To remain in good standing, students are expected to:
- Engage with every weekly module
- Meet all posted deadlines
- Communicate with the instructor before deadlines if issues arise
- Maintain professional and respectful communication in all online spaces

## **Missed Work & Absences**

- Failure to submit work by the deadline is considered an absence for that assignment or activity.
- Multiple missed assignments may be treated as excessive absences, even if you are logging into the course.
- Prolonged Inactivity
- Students who fail to participate for two consecutive weeks without contacting the instructor may be:
- Reported as non-attending, and/or
- Subject to administrative withdrawal, in accordance with college policy

## **Communication Is Key**

If you experience:

- Illness
- Family emergencies
- Technology problems
- Work or life disruptions
- You must notify the instructor as soon as possible. Documentation may be required for extended absences or deadline extensions.

## **Bottom Line**

Your success in this online public speaking course depends on consistent engagement, accountability, and communication. Treat this course like a face-to-face class with firm deadlines and active participation expectations.

## **Missed Assignments/Make-Up Policy**

This is a fully online course with clearly posted deadlines. Students are expected to manage their time effectively and submit all work by the stated due dates listed in Blackboard.

- Late work is not accepted. Assignments submitted after the deadline will receive a grade of zero.
- Make-up exams are not permitted. All exams must be completed within the designated availability window.

- Technology issues, work schedules, travel, or personal obligations do not constitute acceptable reasons for late or missed work.
- Inadequate planning or failure to check due dates is not an acceptable excuse.

### **Extenuating Circumstances**

Make-up work may be considered only in documented, extreme circumstances (e.g., hospitalization, serious illness, or a verified emergency) and must meet all of the following conditions:

- The instructor is notified in advance whenever possible
- Official documentation is provided
- Approval is granted at the instructor's discretion

Approval is not guaranteed, and decisions are final.

### **Student Responsibility**

Students are responsible for:

- Monitoring assignment deadlines
- Ensuring reliable internet access and technology
- Submitting assignments well before the deadline to avoid last-minute issues

Planning ahead is essential for success in this course.

### **Student Conduct**

Students are expected to conduct themselves in a manner that reflects respect, responsibility, and academic integrity in all course-related activities. This includes interactions with the instructor, classmates, and the institution in both written and virtual environments.

### **General Expectations**

Students are expected to:

- Communicate respectfully and professionally at all times
- Use appropriate language in discussion boards, emails, and assignments
- Follow all course policies, procedures, and deadlines
- Adhere to HCC's Student Code of Conduct

Disruptive, disrespectful, or inappropriate behavior will not be tolerated.

### **Online Classroom Conduct**

Because this is a fully online course, students must:

- Follow netiquette guidelines in all online interactions
- Avoid offensive, discriminatory, or inflammatory language
- Engage in discussions in a constructive and respectful manner
- Respect differing viewpoints and experiences

Posts or communications that are inappropriate may be removed and may result in disciplinary action.

## **Academic Integrity**

Students are expected to uphold the highest standards of academic honesty.

- Plagiarism, cheating, unauthorized collaboration, or misuse of AI tools is prohibited
- All submitted work must be the student's original work unless otherwise instructed
- Violations of academic integrity will be handled in accordance with college policy and may result in penalties up to and including course failure

## **Email and Communication Standards**

When communicating with the instructor, students must:

- Use a clear subject line
- Address the instructor as Professor Cross
- Use proper grammar, spelling, and punctuation
- Include their full name, course number, and section

Emails that do not meet these expectations may be returned for revision.

## **Consequences**

Failure to comply with student conduct expectations may result in:

- Warnings
- Removal from online discussions
- Grade penalties
- Referral to the appropriate college office for disciplinary action

## **Fairness Policy**

Fairness in this course means that all students are held to the same standards, expectations, and deadlines. Policies and procedures are applied consistently and equitably to ensure an academically fair learning environment for everyone.

- Course policies apply equally to all students and are not adjusted based on individual circumstances.
- Due dates, grading criteria, and assignment requirements are established in advance and are non-negotiable.
- Extensions, make-up work, or special consideration are granted only in documented, extreme circumstances and solely at the instructor's discretion.
- Requests for exceptions that would create an unfair advantage over other students will not be approved.

Students are encouraged to plan ahead, communicate proactively, and utilize available resources to meet course expectations

## **Communication Policy**

Clear, respectful communication is essential for success in this course. Students are expected to communicate professionally and responsibly in all course-related interactions.

## **Instructor Communication**

- The primary method of communication is email through the institution-approved system.
- The instructor will respond to emails within 48 business hours (Monday–Friday).
- Emails sent on weekends or holidays will be addressed the next business day.

## **Student Communication Expectations**

When emailing the instructor, students must:

- Use a clear and descriptive subject line
- Address the instructor as Professor Cross
- Use professional language with proper grammar and punctuation
- Clearly state the course number, section, and assignment in question
- Demonstrate effort in resolving the issue before reaching out

Emails that do not follow these guidelines may be returned for revision.

## **Peer Communication**

Students are expected to communicate respectfully with classmates in discussions, peer responses, and group activities. Disrespectful, dismissive, or inappropriate communication will not be tolerated.

## **Course Announcements**

- Important information will be communicated through Blackboard announcements.
- Students are responsible for regularly checking announcements and their college email.
- Failure to read announcements does not excuse missed deadlines or requirements.

## **Artificial Intelligence (AI) Use Policy**

The use of artificial intelligence (AI) tools (including but not limited to ChatGPT, Grammarly generative features, QuillBot, or similar technologies) to generate, complete, revise, or substantially edit any course assignment is strictly prohibited in this course.

All submitted work must reflect the student's own original thinking, writing, and analysis.

## **Policy Enforcement**

- If the instructor suspects the use of AI in any assignment, the student will receive a grade of zero (0) for that assignment.
- No discussion, appeal, or opportunity for revision will be provided.
- The grade will stand as issued.

## **No Tolerance Standard**

The use of AI to complete coursework will not be tolerated under any circumstances. This policy exists to protect academic integrity, ensure fair assessment, and support genuine learning.

## **Student Responsibility**

Students are responsible for:

- Completing all assignments independently
- Ensuring that all submitted work is original
- Understanding that AI-generated or AI-assisted work violates course expectations

Claiming lack of awareness of AI use or policy will not be accepted as an excuse.

## **Academic Integrity**

Violations of this policy may also be reported in accordance with institutional academic integrity procedures, in addition to receiving a zero on the assignment.

## **Academic Neutrality**

The instructor:

- Does not promote, advocate for, or attempt to change students' personal beliefs, values, or identities
- Does not share personal ideologies or viewpoints related to these topics
- Presents material in a neutral, objective, and academic manner

## **Respectful Engagement**

Students are expected to engage with course material and one another respectfully and professionally, even when perspectives differ. Disagreement is permitted; disrespect is not.

## **Devices**

This is a fully online course that requires reliable access to appropriate technology. Students are responsible for ensuring that their devices and internet connection meet course requirements.

## **Required Technology**

Students must have access to:

- A desktop or laptop computer (Windows or Mac)
- Reliable high-speed internet access
- A webcam and microphone for the required activities
- A supported web browser compatible with Blackboard.

## **Unsupported Devices**

- Mobile phones and tablets are not appropriate for completing coursework
- Chromebooks are not permitted for quizzes or exams that require LockDown Browser or similar proctoring software

Students who attempt to complete assignments or exams using unsupported devices do so at their own risk.

## **Student Responsibility**

- Technology issues, device malfunctions, or incompatible devices do not excuse missed deadlines or incomplete work
- Students are expected to test their equipment early and resolve technical issues before assignment due dates
- Waiting until the deadline to address technical problems is not acceptable

## **Technical Support**

Students experiencing technical difficulties should contact the appropriate institutional technical support services immediately.

## **Faculty Statement about Student Success**

Student success in this course is built on consistency, accountability, and active engagement. As the instructor, I am committed to creating a structured, respectful learning environment that supports your academic growth. Your success, however, depends on your willingness to take ownership of your learning.

## **Recommendations for Student Success**

To be successful in this course, students are strongly encouraged to:

- Log into the course multiple times each week and review announcements regularly
- Follow the weekly schedule carefully and begin assignments early
- Read assignment instructions thoroughly before submitting work
- Submit all work on time, as late work is not accepted
- Communicate professionally and proactively if you have questions or concerns
- Use instructor feedback to improve future assignments
- Maintain academic integrity by submitting original work
- Seek help early through tutoring, academic support services, or instructor office hours

## **Online Learning Responsibility**

Online courses require self-discipline, time management, and planning. Students should set aside dedicated time each week to complete readings, assignments, and assessments. Waiting until deadlines increases the likelihood of errors and missed submissions.

## **Instructor Commitment**

The instructor is committed to:

- Providing clear expectations and timely feedback
- Responding to student communication within established timeframes
- Offering guidance and support when students engage responsibly

## **Shared Responsibility**

Success in this course is a shared responsibility. When students remain engaged, follow course policies, and communicate effectively, they position themselves for success both in this course and beyond.

## **DROP POLICY**

If you wish to drop a course, you are responsible for initiating and completing the drop process by the specified date as listed in the College Calendar on the [Student Success](#) web page. If you stop coming to class and fail to drop the course, you will earn an “F” in the course.

## **COURSE CALENDAR**

DATE	TOPIC	READINGS	ASSIGNMENTS
Week 1: 1/20-1/25	Course Orientation	Course Syllabus	Syllabus Quiz Introduction Videos

Week 2: 1/26-2/1	The Basics of Public Speaking	Read Ch1 & Ch3	Ch1&Ch3 Quiz Discussion Posting
Week 3: 2/2-2/8	Audience Analysis & Listening	Read Ch2	Ch2Q Audience Analysis Activity
Week 4: 2/9-2/15	Developing a Topic	Read Ch4	Ch4Q Topic Discussion
Week 5: 2/16-2/22	Elevator Pitch	-----	Elevator Pitch Peer Review Exam1: Ch1-4
Week 6: 2/23-3/1	Informative Speaking	Read Ch12	Ch12Q Informative Speaking Assignment
Week 7: 3/2-3/8	Researching, Outlines & Organizing	Read Ch5-6	Ch5-6Q Outline Assignment
Week 8: 3/9-3/13	Introduction & Conclusions	Read Ch8	Submit Informative Speech Outline Exam 2: Ch5-6,8, & 12
<b>Spring Break March 13-March 20<sup>th</sup> (NO CLASSES)</b>			
Week 9: 3/23-3/29	Delivering Your Speech	Read Ch11	Ch11Q Submit Informative Speech
Week 10: 3/20-4/5	Special Occasion Speaking	Read Ch15	Ch15Q Special Occasion Speech Assignment
Week 11: 4/6-4/12	Using Effective Language Techniques	Read Ch10	Ch10Q Submit Special Occasion Speech Outline w/ language techniques
Week 12: 4/13-4/19	Presentations Aids in Speaking	Read Ch9	Ch9Q Submit Special Occasion Speech
Week 13: 4/20-4/26	Persuasive Speaking	Read Ch13	Ch13Q Persuasive Speaking Assignment
Week 14: 4/27-5/3	Supporting Your Ideas & Logical Reasoning	Read Ch7 & Ch14	Ch7, Ch14Q Submit MMS Outline
Week 15: 5/4-5/7	Final Exam Prep	-----	Submit MMS Speech
Week 16: 5/8-5/13	Final Exams Final Exam due 5/11 by 11:59pm		

## COURSE EVALUATION

Final grades will be calculated according to the following criteria:

**Speeches: 40%**

**MMS Speech (Common Assignment) 20%**

**Exams: 20%**

**Homework/Participation: 20%**

## GRADE SCALE

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

## TECHNICAL REQUIREMENTS

For the latest technical requirements, including hardware, compatible browsers, operating systems, etc., review the Minimum Computer and Equipment Requirements on the [LIT Online Experience](#) page. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

## DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email [specialpopulations@lit.edu](mailto:specialpopulations@lit.edu). You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](#).

## STUDENT CODE OF CONDUCT STATEMENT

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at [www.lit.edu](http://www.lit.edu). Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

## ARTIFICIAL INTELLIGENCE STATEMENT

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT

desires to guide students in the ethical use of these technologies and incorporate AI into classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI/ChatGPT in their courses.

## **STARFISH**

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

## **ADDITIONAL COURSE POLICIES/INFORMATION**

1. Academic Dishonesty (Cheating, plagiarism, etc.) will not be tolerated. On the first offense, you will fail the assignment. On the second offense, you will fail the class.
2. Student assignments are accepted solely on Blackboard. Work will not be accepted via email or in person. It is the student's responsibility to learn to use Blackboard appropriately.
3. Blackboard training is offered to students at no cost.
4. **No late work is accepted under any circumstances.**
5. If you email the instructor during the week, the instructor has 24 hours to respond and, on the weekend, it will be the following Monday.
6. Speech requirements are listed below. Failure to comply with all requirements on a speech assignment will result in a zero grade for that speech.
  - a. Students must submit:
    - i. Full sentence/preparation outline
    - ii. Works Cited page
    - iii. Visual aid
    - iv. Speech video
  - b. The audience must have a minimum of 3 adult members. Failure to have all 3 audience members will result in a zero.
  - c. Student speech videos must clearly show the front of the student and the 3 adult audience members throughout the entire speech. Failure to do so will result in a zero.
  - d. Videos must be unedited. Edited videos will result in a zero.
  - e. Videos must be correctly uploaded to YouTube with an “unlisted” or “public” privacy setting. If you set it to “private” I will not be able to view it and therefore it is as if you didn’t turn it in and will receive a zero.
  - f. Videos must be focused (not blurry, fuzzy, etc.) and must not have background noise such as babies, children, pets, TVs, cell phones, etc. Please make sure the lights are on in the room. If the room is dark while presenting will result in a letter grade.
  - g. Students are expected to dress appropriately for speeches. Please dress BUSINESS CASUAL if not, **will result in a letter grade penalty.** EX. (Polo Shirt and Khakis and **Not JEANS**, joggers etc..). Sometimes in the online course people get “too

comfortable” when speaking in their own homes. Wearing ball caps, inappropriate clothing or chewing gum, not wearing shoes, etc. during a speech will result in a letter grade penalty. Remember this course is a college course and you are giving professional/formal presentations. Think about the impression your dress might make on your audience.

- h. You are expected to **WATCH** your videos. Watch them before you post to YouTube. Ask yourself, “Is this my best work?” If not, you may have to record it again. Do not let the first ‘take’ be the only time you do your speech. *You should practice many times before you ever bring in the audience and the camera.*
- i. Speeches that are read will be penalized up to 2 letter grades per speech. The goal of this class is to speak extemporaneously; well-researched, well-rehearsed, effective use **of notecards**, and overall well-prepared speeches are the expectations. Reading is not effective or acceptable.
- j. Speeches will receive a penalty if they are not in the assigned time limit. The penalty is 1 point per 5 second increment, over or under time.