

# Leadership Communication / COMM 330

**Instructor: Charlotte A. Elder**

**Office:** Ivan Wilson #139

**Email:** [Charlotte.Elder@wku.edu](mailto:Charlotte.Elder@wku.edu)

**Office Hours:** Available via ZOOM

## **Introduction:**

Studies show a direct correlation between communication and leadership. Leadership Communication was designed to introduce you to professional communication, which cuts across all disciplines, to help you become a better leader by developing your own communication abilities and to help you understand the role of communication inside and outside an organization. This course will help you discover how to communicate effectively with various audiences. You will have the opportunity to develop your written, oral, interpersonal and computer mediated skills while developing an understanding of leadership communication in different contexts.

## **Required Text:**

Leadership: A Communication Perspective 7<sup>th</sup> edition, Michael Z. Hackman and Craig E. Johnson

## **What You Will Learn To DO In This Course:**

1. Analyze audiences and develop and format messages specific to them
2. Communicate appropriately with diverse audiences
3. Plan and deliver impromptu and prepared presentations confidently
4. Recognize and exemplify communication ethics
5. Work constructively in teams and evaluate peers effectively
6. Project a positive ethos and display emotional intelligence and interpersonal skills

## **Cell Phones, Ear Buds and Laptops:**

Cell phones should NOT be used in class or on a ZOOM call without permission from your professor. Using your cell phone in class will result in losing attendance credit for that day.

Ear buds are not permitted. Students with ear buds in during class or in a ZOOM will not receive attendance credit and may be asked to leave class.

## **Email and Your Professor:**

This is a Leadership Communication course, emails should use a professional format. I will attempt to reply to your email within 48 hours of receipt of the email but I reserve the right to ignore emails that are not professional, that are redundant, that ask me if you 'missed anything important in class', or ask me to 'fill you in on what you missed during an absence'. (Psst – the answer is 'yes', 'yes' you missed something important' and you should ask a classmate to fill you in!)

## **Attendance:**

0 Absences = 30 pts.

1 Absence = 28 pts.

2 Absences = 25 pts.

3 Absences = 15 pts

4 Absences = 0 pts.

5 Absences = Failed from course

Excused absences: This type of excuse ***must be in writing*** and from a qualified person (doctor, advisor, college official). Please note: A telephone call does *not* constitute an excused absence. If a student is not participating in class, i.e. they are sleeping or working on other course work, they are not 'present' and will be counted absent.

If you miss an assignment and have an excused absence, we will attempt to make up the work. If time does not permit makeup assignments, you will be given a grade X for this missed assignment.

If you miss an assignment and do not have an excused absence, you will automatically be given a grade of *F* for that assignment. However, if I feel the missed assignment should be made up, you must be prepared at every subsequent class meeting to present the assignment whenever time permits.

### **Tardy Policy:**

Promptness is appreciated. Two tardies count as one absence. *If you enter class after roll has been taken, you are tardy.* If you are tardy and I am speaking, come in. If a student is up front speaking or presenting, wait until the student is finished before you enter. If you are tardy, please report to the instructor at the close of class period, otherwise the record will show you as absent.

### **Title IX:**

WKU is committed to fostering a safe, productive learning environment. Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and support applied against other protected categories such as race, national origin, and religion.

If you have experienced any form of sexual misconduct (sexual assault, stalking, domestic or dating violence) we encourage you to report this to the University. Please understand WKU is legally obligated to respond to reports of sexual misconduct and cannot guarantee the confidentiality of a report, unless made to a confidential resource. You can speak confidentially with the **Counseling and Testing Center, 270-745-3159; Talley Family Clinic, 270-745-4204; and Hope Harbor, 270-782-5014. I am not a confidential resource. I must inform the university if you share with me an incident has occurred.** You have the right to maintain your privacy. **I will report only what you share with me to the Office of Student Conduct.** We report to make sure you have all the support and help you need, both on campus and in our community..

For more information about our policies and resources or about reporting options, please visit:

<https://www.wku.edu/eoo/documents/titleix/titleixmandatoryreportingguidelines.pdf> and

<https://www.wku.edu/eoo/documents/titleix/wkutitleixresources.pdf>; <https://www.wku.edu/studentconduct/>

### **WKU Statement on Face Covering in the Classroom**

Out of respect for the health and safety of the WKU community and in adherence with the [CDC guidelines](#), the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations to face coverings must be determined by the Student Accessibility Resource Center and documented before a student may attend class.

### **Procedures for Traditional & Hybrid Modality Classroom Attendance**

In an effort to lower the chance of transmission and in adherence with the [CDC guidelines](#), the following procedures should be followed when attending class physically:

- Prior to heading to class, check your temperature with a reliable thermometer. Do not head to class if the reading is at or above 100.3° F
- Do not enter the classroom building more than 10 minutes before the start of class.
- Make sure your face covering/mask is in place (covering both nose and mouth) prior to entering the building and at all times while in the building.
- Follow all directional signs as may be provided for walkways, stairs, and entrances/exits.
- If you arrive at the classroom and students from the previous class are still present, wait until they exit the classroom to enter.
- Do not congregate with other students in the hallway outside of a classroom.
- Always maintain a distance of six (6) feet between others and yourself in the classroom and hallways (as much as is possible).
- Use hand sanitizer (when available) upon entering and exiting in the classroom.
- Do not share any objects with others. Everyone must be responsible for coming to class prepared and with all the materials needed.

- Please DO NOT attempt to meet with your instructor in the classroom before or after class time. DO reach out to her/him through email or phone and feel free to request a time to have a video conference if the matter is more involved. If a question is one which will positively benefit others in the class to hear the answer, ask the question as a part of class.

## Assignments

### **Myers Briggs 20 points:**

Complete the Myers Briggs assessment and analyze the results using the rubric provided.

### **Comparative Analysis 40 points:**

Analyze two contemporary leaders in the same field that approach communication in different ways. The analysis should be between 800 – 1,000 words and should be supported with citations from class readings and additional out of class research. If the leaders you choose are not public figures for whom a body or work is generally available on line you must provide the instructor with samples of their communication style. You may select someone generally recognized as a leader in business, religion, politics, not for profit, celebrity or a historical figure. Rubric will be provided.

### **Podcast Critique 20 points:**

Compare a podcast and a video presentation of the same person to evaluate the value of nonverbal cues etc. Rubric will be provided.

### **Journal Entries 10 points each:**

Students will submit journal entries responding to a prompt provided by the instructor. All journal entries should be typed, double spaced, 12 point font and be no less than 300 words. Responses should be directly related to the prompt but are otherwise 'open' to the student. (In other words, much like a personal journal, COMM 330 journal entries an opportunity for students to express their opinions and thoughts.)

Credit will be assessed as follows:

- 1) Journal turned in on time, no late journals accepted
- 2) Student responds to the prompt
- 3) Student gives his or her best effort
- 4) Journals submitted electronically will NOT be graded, *no exceptions*

### **Linked In 25 points:**

Student should create a professional Linked In account. Rubric will be provided.

### **Self Assessment 10 points:**

Students will complete a self assessment at the completion of the course, assessing their communication and leadership qualities.

### **Group Assignments 15 points each:**

Each student will be assigned a group and will work together (via ZOOM) with their group to complete various activities throughout the semester. Groups will grade their fellow group members against a rubric that will be provided.

### **Group Summary 30 points:**

After completing all of the group assignments you will summarize how your group functioned as a whole and what role you played in the group. Rubric will be provided.

### **'Me' Paper 25 points:**

The 'Me' papers OR podcast will reflect on all the activities, learning opportunities, journals and lectures throughout the semester. Rubric will be provided by instructor.

### **Leadership Paper 75 points:**

The Leadership Paper will apply semester activities, learning objectives, journals, text material and lectures to a modern leader. Rubric will be provided by the instructor.

### **Chapter Assignments 15 points each:**

Students will complete chapter assignments throughout the semester.

**Discussion Boards and Google Slides 10 points each:**

Throughout the semester students will complete Discussion Boards and create Google Slides related to readings, videos and assignments.