Course Syllabus

Course Number/Section/Name: BUSI 4350 (Persuasion)
Current Issues in Management Communication
Professor: Leslie Ramos Salazar, Ph.D.

Class Days/Times/Location or Other Format: MW 11:00AM – 12:15AM, CC 227
Office Location: CC 208 A
Office Hours: MW, 9:30am to 10:30am; TTH, 8:00am to 9:00am; 11:00am to 12:00pm; 3:00 to 5:00pm; and by appointment
Office Phone: 806-651-2548
Email: lsalazar@wtamu.edu

Social Media: Keep up with the latest happenings of your COB on Facebook:
www.facebook.com/wtamucob and Twitter, #WTAMUCOB

Professor Social Media: Keep up with the latest research news and professional activities of your COB professor: Dr. Leslie Ramos Salazar on Linked In; @dr_ramossalazar on Twitter

Course Website: https://wtclass.wtamu.edu

Course Quotes:

“The triumph of persuasion over force is the sign of a civilized society.” – Mark Skousen

“Character may almost be called the most effective means of persuasion.” – Aristotle

Terms of Use

A student’s continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined within this syllabus and elsewhere in the WTClass environment. This Syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor.

WTAMU College of Business Mission Statement

The mission of the College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional
Learning Objectives of the WTAMU College of Business Programs

The College of Business (COB) at West Texas A&M University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Professional Accounting (MPA), and the Master of Science, Finance and Economics (MSFE) degree programs for careers in business and to foster their professional growth and advancement via key learning goals and objectives.

The learning objectives of the College of Business are as follows:

- Leadership
- Communication
- Critical Thinking
- Business Integration
- Core Business Knowledge
- Global Business Environment
- Business Ethics and Corporate Governance

Course Overview

The purpose of this specialized course is to enable students to understand and apply the theories behind the art of persuasion. This course is designed to focus on the source, receiver, and message components of persuasive attempts in social, business, and mass media settings. This course is designed to improve your persuasive delivery techniques, speech-writing, and critical thinking skills. This course is arranged to develop your active listening skills by evaluating persuasive leaders, advertisements, and campaigns as an engaged audience member. This course will be valuable for your professional development. Developing your persuasive speaking and writing skills will prepare you for presentations for other courses, campaigns, and advocacy efforts at school, and for job interviews and presentations in the workplace, and in other settings in the community. Your engaged participation in this course will help you become a better ethical persuasive speaker and evaluator of persuasive messages.

Course Description

Emphasis on the analysis and the practice of the use of persuasion approaches as a social business tool for resolving controversy and forming opinions from the perspectives of both the persuader and the persuaded.

Course Objectives

1) Demonstrate effective business communication by analyzing, creating, and presenting extemporaneous persuasive messages that demonstrate critical thinking, development of ideas, ethics, and documentation of external sources.
2) Learn the persuasive strategies used by business leaders in the modern world.
3) Acquire the ability to think and listen actively on a variety of controversial matters affecting the global business environment.
4) Analyze the impact of culture and situational contexts on the creation and management of persuasive decisions used to persuade audiences.
5) Create and criticize public arguments and reasoning, decision-making processes, and persuasive messages through oral and written reports.
6) Learn to construct theoretically grounded persuasive messages in small groups.
7) Demonstrate the skill of the use of style manuals.

Course Materials (Text, calculator, etc.)

Required Textbooks:


Map from COB Learning Objectives to Specific Course Objectives

<table>
<thead>
<tr>
<th>COB Learning Goals</th>
<th>Course Learning Objectives</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1,3</td>
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<td>2</td>
<td>5,6, 7</td>
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<td>3</td>
<td>4, 2</td>
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</tbody>
</table>

Current Issues in Management enhances the learning goals of the College of Business by focusing on the following objectives of the course.

- Communication
  - Written: Students will be expected to demonstrate research writing skills concerning persuasive strategies using citation manuals.
  - Oral: Students will be expected to demonstrate effective communication skills by delivering presentations and participating in class discussions and oral activities.
  - Listening: Students will be expected to demonstrate active listening skills in the evaluation of student presentations.
  - Electronic: Students will be expected to demonstrate the ability to adopt social media communication tools to enhance persuasive messages in business.

- Critical Thinking
  - Students will be expected create and criticize public business arguments and reasoning, decision-making processes, and persuasive messages through oral and written reports.

- Business Environment & Business Ethics
  - Students will be expected to appreciate and adopt ethical principles in the employment of persuasive strategies.
  - Students will be expected to identify the persuasive appeals used by the global business environment.
  - Students will be expected to analyze the impact of culture on the creation and management of persuasive decisions used to persuade audiences.
Course Grading Policies

The following is a grading scale for this Persuasion course offered by the College of Business. This course requires much effort, self-discipline, and dedication on your part. This is a point system class (NOT PERCENTAGES) and there are no “grade boosters” after all points are entered at the end of the semester period.

- A = 450-500 points
- B = 400-449.5 points
- C = 350-399.5 points
- D = 300-349.5 points
- F = 0-299.5 points

Major Speeches (178 points)

- Persuasive Speech Delivery (50 points) goal pts.__ pts. earned___
- Persuasive Research Outline (20 points) goal pts.__ pts. earned___
- Persuasive Topic Proposal (4 points) goal pts.__ pts. earned___
- Persuasive Self-Evaluation (5 points) goal pts.__ pts. earned___
- Persuasive Peer Evaluation (5 points) goal pts.__ pts. earned___
- Advocacy Speech Delivery (60 points) goal pts.__ pts. earned___
- Advocacy Research Outline (20 points) goal pts.__ pts. earned___
- Advocacy Topic Proposal (4 points) goal pts.__ pts. earned___
- Advocacy Self-Evaluation (5 points) goal pts.__ pts. earned___
- Advocacy Peer Evaluation (5 points) goal pts.__ pts. earned___

Group Campaign Project Exam (109 points)

- Campaign Speech Delivery (65 points) goal pts.__ pts. earned___
- Campaign Research Outline (30 points) goal pts.__ pts. earned___
- Campaign Topic Proposal (4 points) goal pts.__ pts. earned___
- Campaign Self-Evaluation (5 points) goal pts.__ pts. earned___
Campaign Peer Evaluation (5 points)

Minor Speeches (86 points)

Persuasive Article Leadership (20 points)
Persuasive Artifact (20 points)
Elevate Yourself (16 points)
Innovative Product Pitch (20 points)
Persuasive Analysis Speech (10 points)

Written Assignment (22 points)

Persuasive Analysis (22 points)

Quizzes (105 points)

7 Quizzes (15 points each)

TOTAL (out of 500 possible points)

Course Assignment, Examination, and or Project Policies

Quizzes

There will be seven reading quizzes that are listed on the schedule to assess your knowledge of the core concepts of this course. Quizzes will occur via WTClass and are open-book, but they must be completed within 20 minutes by 11:55pm on the listed due date (NO EXCEPTIONS). Any assignment submitted one minute or later after 11:56pm will receive a ZERO grade. There are no make-up quizzes. Therefore, it is imperative that you study the reading course material prior to taking the quiz on a reliable computer with Internet access.

Major Persuasive Speeches

Persuasive Business Speech. This 10-20 minute speech must compel your target audience to change their beliefs, attitudes, and/or behaviors on an issue that is significant to their lives. The persuasive speech should center on a controversy of a political, social, economic, cultural, global, and/or religious nature. Please keep in mind this is not just a speech about your personal opinions on a topic; it should be a well reasoned argument on an issue of civil importance to business and community environments. Suitable topics may include Texas Panhandle issues (e.g., attitudes about homelessness, unemployment, water challenges, etc.), national issues (e.g., attitudes about animal abuse, Obama care, obesity and nutrition, teen suicide), or international issues (e.g., HIV/AIDS in Russia, child slave labor in China, sweat shops of the Third World, oppression of
women, poverty in Liberia, etc.). You are required to use one of the following speech patterns: Common Topics Survey, Cause-Effect Method, Pro-con Method, Elimination Method, Survey of Reasons Method, or the Criteria-Satisfaction Method.

**Advocacy Speech.** This **10-20 minute** speech must compel your audience to take immediate action on an issue that is significant to their lives. You will serve as an advocate for a specific business organization that addresses significant problems. The persuasive speech should center on a controversy of a political, social, economic, cultural and/or religious nature. Please keep in mind this is not just a speech about your personal opinions on a topic; it should be a well reasoned argument on an issue of civil importance. Suitable topics may include Texas Panhandle issues (e.g., agricultural issues, drainage problem, illiteracy, etc.), national issues (e.g., gay adoption, Internet privacy, animal abuse, environmental problems, obesity and nutrition, teen suicide), or international issues (e.g., HIV/AIDS in Russia, sex trafficking, child slave labor in China, sweat shops of the Third World, oppression of women, poverty in Liberia, hunger). You are required to use one of the following speech patterns: Monroe’s Motivated Sequence, Problem-Cause-Solution, or the Problem-Cause-No Solution Speech Pattern. **Visual Aid Required in Poster Illustration Format.**

**Campaign Project Exam**

**Campaign Presentation.** This **20-30 minute** presentation will entail crafting persuasive messages based on a campaign about an issue of your choice. After selecting the cause, or issue you will serve as a persuasive consultant and you will select a nonprofit or a business organization located in the Texas Panhandle that centers on the issue of your interest and you will develop a campaign suitable to be used for this organization. The campaign should be suitable to spread awareness and should strive to motivate your target audience to perform a specific behavior (e.g., sign up to be a donor, wear condoms, learn a new language, donate money or other material goods, etc). Specifically, students in groups of 3 to 5 are to design a set of persuasive messages based on a review of persuasive theories and/or persuasion research. In this project you will focus on identifying your persuasive target and the particular response (e.g., attitudes, behaviors, beliefs) that you are trying to influence. Moreover, you are to explain the persuasive theories and/or concept(s) that you used to create your persuasive message(s). The persuasive attempt could be a couple of messages (e.g., particular advertisement, videotaped commercial, poster, webpage, blog) or a larger persuasive campaign. You are to describe your persuasive attempts and analyze it from the perspective of the persuasive theories that were used. The campaign should center on a controversy of a political, social, economic, cultural and/or religious nature. Campaigns may be about health, crime prevention, technology, media, politics, social relationships, culture, etc. **Visual Aid in Poster Illustration and/or Multimedia Product Required.**

**Minor Speeches**

**Persuasive Article Leadership.** This **2-4 minute** speech allows you to select an interesting article from a magazine, newspaper, or a credible website relevant to persuasion to share to the class to connect persuasion to everyday life throughout the semester. Plan to present your selected article by
sharing the main point(s) of the article and explain the connection between the article and persuasion, and guide a discussion about the article by preparing at least 2-3 insightful discussion questions.

*Persuasive Artifact.* This **2-3 minute** speech allows you to select at least one persuasive artifact such as a presidential candidate’s commercial, a print ad or poster, an online ad, an editorial, a billboard, a flyer, a political song, political cartoon, etc. that illustrates a persuasive appeal, or persuasive theory (e.g., reciprocity, commitment & consistency, authority) to demonstrate the week’s reading. Plan to present the artifact and the persuasion appeal used, and guide a discussion about the artifact by preparing at least 2 insightful discussion questions relevant to the topic of the day. There are no make-ups on missed speeches, but you may trade a day with a classmate ahead of time.

*Elevate Yourself Speech.* This **2-3 minute** speech gives you the opportunity to learn how to sell your already existing characteristics and skills to get the job or internship of your dreams.

*Innovative Product Pitch Presentation.* This **2-3 minute** speech allows you to create a short pitch, or infomercial using the 5 steps of the Monroe’s Motivated Sequence by yourself, or with a partner about an innovative product that does not currently exist, or a product that modifies an existing product to solve a real-world problem. Make sure to adapt the pitch to your selected audience.

*Persuasive Analysis w/Written Paper*

This **4-5 minute** speech focuses on presenting your persuasive analysis to your audience. The 2-5 page persuasive analysis is a written assignment that will develop your critical analysis skills. You are required to use 12 point font, Times News Roman, and to double space your work. Make sure to select a text which can include a television episode, a film/documentary, a political cartoon, a book, a political song, etc. to apply persuasive theories to interpret the text’s persuasive properties. More details will come in the Persuasive Analysis Training day.

*Impromptu Speeches*

Throughout the entire spring session, each of you will participate in impromptu speaking to sharpen your speaking skills and to develop your confidence in speaking in public settings. Speeches will be very brief.

*Other Assignments*

Generally Speaking…

All assignments are at the beginning of class. In addition, all assignments must be typed in double-spaced 12 pt. font with 1-inch margins all the way around, your name in header of the page, and page numbers on every page. All assignments must be stapled.

I strongly encourage informal networks in class. It is a good idea to exchange phone numbers with one or more students. Do NOT rely on the instructor to provide you with class lecture notes or homework assignments if you are unable to attend class. If you miss class and need details about what you missed please meet with me during office hours in my office (CC 208A).
Speech Proposals. I will collect speech topics in the form of proposals before speech dates to ensure that the topics are appropriate and not the same as others in the class. You may change topics after that time but you must get approval from me. In short, I want to know why this topic is important, what your research plan is, and how it relates to your audience.

Research Outlines. A hard copy outline and bibliography in APA 6th Edition format is required the day that you deliver each of the speeches to expedite the grading process (except for some minor speeches). You will receive APA training in class and via the WTClass. Proper spelling and grammar is required; therefore, please see me beforehand if this is an issue. I am happy to look over your outline and provide feedback for outlines given to me well in advance of the due date.

Self Evaluations. After your speech delivery you are required to turn in a short paper evaluating your performance based on the observations you made while watching it on video via the WTClass 11:55pm on the day that you presented your speech (NO EXCEPTIONS). Any assignment submitted one minute or later after 11:56pm will receive a ZERO grade. This will be a short self-critique emphasizing thoughtfulness and personal reflection. Please note both strengths and weaknesses and explain how you plan to improve your final presentation in this class.

Peer Evaluations. For each speech will do at least 2 peer evaluations of your peers so that each speaker gets ample feedback from various perspectives and also to aid you, as an audience member, to practice skills of critical thinking and listening. Peer evaluations will be anonymous in the sense that only I will know who wrote each evaluation. They will be graded by me so it is imperative that evaluations are thought provoking and offer valuable feedback for the speaker. This assignment should assess both strengths and weakness of the presentation in a respectful manner. These evaluations are due the same day they are completed during class.

Course Topics - Tentative Calendar of Readings, Topics, and Due Dates

Following is the schedule of readings and assignment due dates.

*Abbreviations: B = Breaden & C = Cialdini

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment and Reading Due</th>
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<tbody>
<tr>
<td>1/21 Wed</td>
<td>Welcome &amp; Persuasion Overview; Article Sharing</td>
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<tr>
<td></td>
<td>Speech Sign Ups</td>
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<tr>
<td>1/26 Mon</td>
<td>Why Persuasion? Weapons of Influence</td>
<td>B Ch. 1; C Ch. 1</td>
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<tr>
<td>1/28 Wed</td>
<td>Reciprocity</td>
<td>C Ch. 2; Quiz #1</td>
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<tr>
<td>2/2 Mon</td>
<td>Common Topics and Controversy</td>
<td>B Ch. 2 &amp; 3</td>
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<tr>
<td>2/4 Wed</td>
<td>Commitment and Consistency</td>
<td>C Ch. 3; Quiz #2</td>
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<tr>
<td>2/9 Mon</td>
<td>Credibility; Elevate Yourself Speech Workshop</td>
<td>B Ch. 4; Persuasive Topic Proposal Due</td>
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<tr>
<td>2/11 Wed</td>
<td>Authority</td>
<td>C Ch. 6</td>
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<tr>
<td>2/16 Mon</td>
<td>Elevate Yourself Speeches &amp; Authority Cont.</td>
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<tr>
<td>2/18 Wed</td>
<td>Social Proof; Persuasive Artifact Speech Workshop</td>
<td>C Ch. 4</td>
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### Additional Course Policies

**Technology**

Technology is an asset to today’s world, but I have limitations on its use in my classroom. If you are going to be using a laptop, or a tablet, make sure to sit in the first two rows. Please do not check social media, emails, or chatrooms during class. Cell phones must be silent and put away during active participation class time. If you need to address an emergency phone conversation, or a private text message please step outside of class. You are required to demonstrate respectful business communication habits that will serve you in other settings outside of academia. If you are caught being disrespectful, or you distract your professor and/or your classmates you will be obtaining an immediate **5 point penalty** for each technological misbehavior.
**Attendance**

Attendance is importance for your business success; therefore, your attendance for this course is a requirement. Students who do not attend class may be at risk of falling too far behind and may find it difficult to catch up with everyone else. It is the student’s responsibility to visit the professor during office hours each time class is missed.

Speech presentation absences cannot be made up, you will earn a zero if you are absent due to an unexcused absence.

I understand that in this course, issues may come up that affect your presence in class. Because of these special emergencies, I allow two “free” unexcused absences on non-presentation days only. After that your grade will be reduced by 20 points for each absence (up to a total of 60 points). Please note that if you miss more than 2 classes, you will automatically lose the privilege of earning an “A” in this course.

Please arrive to class on time to avoid disruptions, ending the class late, and delays in the schedule. Being tardy will negatively affect your participation grade by 5 points for each tardy or 5 points for leaving too early. Note: Two tardies and/or early leaves will equal one unexcused absence.

**Missed Assignments and Late Work**

Assignments or participation activities missed due to an unexcused absence cannot be made up. If a major assignment is late, you will automatically lose 50% of the credit if it is turned in within 24 hours. All late work is considered unacceptable in this class and you will receive 0 points for any work submitted more than 25 hours late. Make-up opportunities may be available only if you have an excused absence (e.g., jury duty; hospitalized), but this is only valid if the work is made up within 1 week of the original due date, or you will receive 0 points even with your documented excuse.

**WTAMU COB Student Code of Ethics**

Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.

**Code of Ethics**

- Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
- Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
- Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
- Do not work with other students on projects or assignments without authorization from the course instructor.
- Properly cite and specifically credit the source of text, graphic, and web materials in papers, projects, or other assignments.

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• Do not forge the signature of an instructor, advisor, dean, or another student.
• Provide truthful information for class absences when asking faculty for excused absences or for a make-up for a quiz, exam, or homework.
• Provide truthful information on your resume including work history, academic performance, leadership activities, and membership in student organizations.
• Respect the property, personal rights, and learning environment of all members of the academic community.
• Live up to the highest ethical standards in all academic and professional endeavors.

Students violating the Student Code of Ethics will be reported to the Dean’s office and are subject to penalties described in the West Texas A&M University Code of Student Life, which may include suspension from the University. In addition, a violator of the Student Code of Ethics may become ineligible for participation in student organizations sponsored by the COB and for recognition for College academic honors, awards, and scholarships.

COB Student Resources Link

The COB has developed a Student Resources repository (e.g., APA writing style information, business core reviews, facilities, and other helpful supplements), which can be found on the COB Website: http://www.wtamu.edu/academics/college-business-facilities-and-resources.aspx. Additionally, WTAMU has developed an Academic Study Skills information site to assist students (e.g., study habits, supplemental instruction, tutoring, writing and math skills), which can be found on the WTAMU Website: http://www.wtamu.edu/student-support/academic-study-skills.aspx. For WTAMU Writing Center information (for students needing writing assistance, guidance, and feedback), please visit: http://www.wtamu.edu/academics/writing-center.aspx.

COB Communications Component

Students earning a BBA degree must complete at least one course with a communications component as part of the business core requirements. The COB communications component is a requirement in the following courses: ACCT 4373 (Accounting Communications), BUSI 4333 (Cross-Cultural Issues in Business Communications), BUSI 4350 (Current Issues in Management Communications), BUSI 4380 (Conflict Resolution and Negotiation), BUSI 4382 (Emerging Media Law), CIDM 3320 (Digital Collaboration and Communication), ECON 4370 (Economics of Health Care), FIN 3350 (Personal Financial Planning), FIN 4320 (Investments), FIN 4321 (Portfolio Theory), MGT 3335 (Organizational Behavior), MGT 4380 (Conflict Resolution and Negotiation), and MKT 3342 (Consumer Behavior).

Students in a communications component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to demonstrate critical-thinking skills. Specific course requirements and the role of the communications component with respect to student grading policy are at the discretion of the course instructor of record.

Student Travel Opportunities

In multiple business courses, there may be opportunities for student travel supplemented by student fees. If you have an interest in such opportunities as they become available, please notify a faculty member.
Dropping/Repeating the Course

Should a student decide to drop the course, it is the student’s responsibility to be aware of the final drop dates and adhere to the WTAMU Add/Drop policy. Any student participating in the course after the WTAMU posted drop date will be considered active and a grade will be administered at the end of the course for that student. Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

Scholastic Dishonesty

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the University's Academic Integrity Code, as well as the COB Student Code of Ethics listed in this document.

Viewpoints/External Websites Disclaimer

The views expressed in this document, web-based course materials, and/or classroom presentations and discussions are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements. It is understood and expected that each individual within this course will respect and allow individual difference of opinion.

Neither the professor, the COB, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, COB, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (Code of Student Life). Unacceptable or disruptive behavior will not be tolerated. Students engaging in unacceptable behavior may be instructed to leave the classroom. Inappropriate behavior may result in disciplinary action or referral to the University’s Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

Technology Requirements
All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer and or to a device with secure broadband Internet connection, data storage and retrieval, and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and Internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTCR Class (the Angel Learning System) both in a general sense and in a specific sense pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTCR Class. Students must contact WTCR Class if they have problems accessing and/or using the WTCR Class environment.

Physical or Educational Access - ADA Statement

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Student Disability Services (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; www.wtamu.edu/disability; phone 806-651-2335.

Evacuation Statement

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester. to request additional information, please contact the Vice President for Student Affairs.

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* Syllabus template approved by COB Curriculum Committee May 2014. Annual review of the syllabus is a formal part of the COB continuous improvement process.