

**COURSE SYLLABUS**

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**INSTRUCTOR CONTACT INFO**

mbowles@1400words.com  
214-744-1409, ext. 1  
Personal face-time by appointment, M-F, 9-5

**CLASS INFORMATION**

Credit hours: 4.0  
Meeting times: Thursday evenings, 6PM – 10PM (1/16/14 thru 5/8/14)  
Meeting location: Universities Center at Dallas, Room TBD

**REQUIRED TEXTBOOKS AND RESOURCES**

Denning, Stephen. The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations. Boston: Butterworth Heinemann, 2001.  
Heath, Chip and Dan Heath. Made to Stick: Why Some Ideas Survive and Others Die. New York: Random House, 2007.  
Simmons, Annette. The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling. Cambridge, MA: Perseus Publishing, 2001.

A bibliography of all resources used to develop the class will be distributed on Night 1, which includes other books that students can opt to add to their library.

**COURSE DESCRIPTION**

*This course isn't about creativity in design. It isn't about graphic design at all. It's about selling your creative design recommendations in both oral and written presentations. It's about sharing your ideas in a coherent and compelling manner, luring others—even skeptics—to listen, and making your vision their vision.*

**COURSE OBJECTIVES**

1. Examine the components of compelling verbal communication
2. Discover how to transfer those same components in an equally compelling way to written communication
3. Expand your understanding of oral and written presentation principles through experimentation and role-play
4. Explore and develop your own new presentation methodologies
5. Gain the knowledge and tools to impart this new understanding to others

**COURSE STRUCTURE**

This class will be a combination of lecture/discussion and critiques, with both in-class exercises and outside assignments. A commitment to the homework will be necessary to achieve the goals for this class and its completion.

**ASSIGNMENTS** (*Assignments are subject to change, based on the needs and progress of the class*)

1. Communication Brief
2. Universal Stories
3. Stories Development
4. Manager's Memo Presentation
5. Mid-Term Presentation
6. Written Support Materials
7. Final Exam Presentation

**GRADING CRITERIA**

- 1. Assignments..... 60%
- 2. Final Exam ..... 25%
- 3. Participation ..... 15%

**WHAT TO BRING TO CLASS**

- An open mind
- A desire to explore
- A willingness to participate and, by doing so, enrich the experience for yourself and others

**ATTENDANCE**

- Attendance is mandatory. You are allowed two (2) absences during the semester before your grade is affected.
  - On your first absence you will receive an email warning from the instructor that will be copied to Lee Whitmarsh and Virgil Scott and filed.
  - On your second absence you will receive an email warning from the instructor that will be copied to Lee Whitmarsh and Virgil Scott and filed.
  - Three absences will result in failing the class.
- Two tardies of 10 minutes or more equals one absence.
- Nodding off or dozing in class will count as a tardy the first time and an absence any subsequent time(s).

**GRADE EVALUATION**

Your final grade will be based on an average of all assignments, your final exam grade, attendance and in-class participation. The participation grade is based on dedication to methodology application, daily class involvement, and both a desire and capacity to show progress and meet deadlines. **YOU MUST BE PRESENT FOR ALL STAND-UP PRESENTATIONS** (Manager’s Memo, Mid-Term Presentation, and Final Exam Presentation). Late Assignments will not be accepted unless an interfering personal/medical emergency can be documented. Grades will be discussed on an individual basis by office appointment only—not in class.

**NOTE:**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (see student’s Guide Handbook, Policies and Procedures, Conduct)

**DISABILITIES ACCOMMODATION**

Students requiring accommodations for disabilities must go through the Academic Support Committee. for more information, please contact the Director of Disability Resources and Services, Halladay Student Services Bldg., Room 303D, 903-886-5835.

**STUDENTS WITH DISABILITIES**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact: Office of Student Disability Resources and Services, Texas A&M University-Commerce - Gee Library - Room 132 - Phone (903) 886-5150 or (903) 886-5835 - Fax (903) 468-8148  
email <studentdisabilityservices@tamuc.edu>

**ACADEMIC INTEGRITY AND CONDUCT**

- All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See Student’s Guide Handbook, Policies & Procedures, Conduct)

## PLAGIARISM POLICY

Plagiarism is defined in the Oxford English Dictionary as, “The action or practice of plagiarizing; the wrongful publication or purloining, and publication as one’s own of the ideas, or expression of the ideas (literary, artistic, musical, mechanical, etc.) of another.” Plagiarism occurs any time another’s ideas or words are used without attribution. Direct quotations must be set off from other text by quotation marks (“”) cited according to MLA standards; paraphrasing of another’s ideas must also be cited according to MLA standards. Copying from other students also constitutes plagiarism. Prohibiting plagiarism and acknowledging the intellectual contributions of others are core values of scholarly professionalism and elements of U.S. civil and criminal law. Any offense wholly or partially touching the definition cited above constitutes plagiarism and is grounds for a failing grade of “F” in this class. No exceptions.

### Avoiding Plagiarism

- **Allow time** for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.
- **Thorough, orderly notetaking.** Sloppy notetaking increases the risk that you will unintentionally plagiarize. Unless you have taken notes carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.
- **Identify words that you copy directly** from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.
- **Jot down the page number and author or title of the source** each time you make a note, even if you are not quoting directly but are only paraphrasing.
- **Keep a working bibliography** of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.
- **Keep a research log.** As you search databases and consult reference books, keep track of what search terms and databases you used and the call numbers and URLs of information sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.
- **You must cite direct quotes.**
- **You must cite paraphrases.** Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea.
- **You must cite ideas given to you** in a conversation, in correspondence, or over email.
- **You must cite sayings or quotations** that are not familiar, or facts that are not "common knowledge." However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.
- **These types of sources should be cited as well:** Printed sources: Books, parts of books, magazine or journal articles, newspaper articles, letters, diaries, public or private documents; Electronic sources: Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; Images: Works of art, illustrations, cartoons, tables, charts, graphs; Recorded or spoken material: Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.

## CLASS SCHEDULE

Below is a schedule of assignments, deliverables, and deadlines for the entire semester. Have it with you for every class for review and revision if needed. If an adjustment becomes necessary, and announcement will be made in class. You are responsible for making any and all adjustments to this schedule should they arise. If you are absent, you are responsible for asking classmates if any adjustments were made to the

schedule. Failure to meet deadlines as provided by this schedule or any revisions to this schedule will negatively affect your final grade for the course.

All projects are due on the date and time given. NO late projects will be accepted for grading. You are responsible for turning your work in on time regardless of your attendance.

**PRINTED COPIES HANDED IN TO THE INSTRUCTOR MUST BE FORMATTED APPROPRIATELY AND FREE OF PROOFREADING ERRORS.**