



**COURSE NUMBER/DESIGNATION/SECTION:** SCM 290.01

**COURSE TITLE:** Multimedia Communication

**CREDIT HOURS:** 3 hrs

**SEMESTER, YEAR:** Fall, 2009

**LOCATION OF CLASS MEETING:** Blackboard Page On-line

**MEETING TIMES:** On-line

**INSTRUCTOR:** Hatton

**OFFICE LOCATION:** CB 324

**OFFICE HOURS:** MW 2:00-3:00, TTH 9:30-11:00  
Friday and other times with appt.

**OFFICE PHONE:** 936.294.1498

**E-MAIL ADDRESS:** [Hatton@shsu.edu](mailto:Hatton@shsu.edu)

**COURSE DESCRIPTION:**

**COM 290 Multimedia Communication.** Applications of technology to the preparation and presentation of speeches and other forms of oral discourse. Credit 3.

**COURSE OBJECTIVES:**

After completing this course students should have:

- Develop skills in expressing themselves in a variety of settings;
- Learned to *analyze* and *critically evaluate* ideas, and points of view;
- Developed specific skills, competencies, and points of view needed by professionals in the field of communication

**SUPPORTING TEXTBOOK:**

Castells, M. *The Internet Galaxy: Reflections on the Internet, Business and Society.* 2002, Oxford Press. ISBN: 978-0-19-925577-1

**ASSIGNMENTS & GRADING PLAN:**

This class is designed to maximize your ability to access the material and complete the assignments. The course is divided into three units. Each unit contains readings, a discussion board exercise and a project. Each unit will be worth 300 points toward the final course grade.

A full description of the assignments and grading rubric may be found on the course Black-board website. The goal of this class is to introduce and help students develop electronic communication materials. As such the grade will be based on the unit projects. There are no exams scheduled for this class as successful completion of the units will serve as an evaluation of mastery content.

Final course grades will be calculated using the following matrix:

**Self-Introduction – 100 pts**

**Unit 1 Tech & Culture / Tech & Business – 300 pts**

Discussion Board (100pts)

Unit Project (200 pts)

**Unit 2 – Social Networking – 300pts**

Discussion Board (100pts)

Unit Project (200 pts)

**Unit 3 – Tech & Politics / Tech in International Contexts – 300pts**

Discussion Board (100pts)

Unit Project (200pts)

**Possible Total 1000**

In this class, students will accumulate points toward a final grade. There will be no weighting percentage of assignments. The grade in the course will be determined using the following scale:

1000-900 = A

899-800 = B

799-700 = C

699-600 = D

All grades will be posted on the Blackboard class page and may be accessed by the student at any point during the semester. A final class grade will not be released over the phone or internet, however, by comparing their total points to the scale above a student may determine their final class grade.

Students who cannot complete the course requirements due to illness or any other unforeseen issue may apply for an X in the course. To apply for the grade of incomplete the student must submit in writing to the instructor a documented explanation and supporting data on or before December 5, 2009. The request will be submitted to office of the Dean of CHSS for a final decision.

The last date to drop the class without a grade will be December 5, 2009.

**ATTENDANCE POLICY:**

The Student Handbook provides that regular and punctual class attendance is expected of each student at Sam Houston State University and that it is expected that each faculty member will keep a record of student attendance. Since this class meets on-line, it is assumed that the student is in attendance when materials are posted by the assignment's deadline.

Materials not posted by deadline will incur a ten point deduction per calendar day until submitted.

### **ACADEMIC HONESTY:**

The University expects all students to engage in academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom.

- Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. Furthermore, the University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. This include fabricating sources used during the speech.
- Students found guilty of dishonest behavior in this class will be given the grade of F for the course.
- *Hatton's Warning*  
I am a retired debate coach and will not tolerate dishonest behavior in any form. If I assign a project I read every page and verify research. If you use someone's work then you must document it! No exceptions! Additionally, if I suspect dishonesty in your work then I will run an electronic search on the work to verify its authenticity.

### **FREEDOM OF SPEECH:**

The student's right to speak on the topic of their choice will be upheld in the class. Choice of topic, values and beliefs will not be judged. Audience members are expected to respect the views of their classmates. I will defend a student's freedom of speech; I will not however, defend a student's personal position on the topic.

### **PROPER CLASSROOM DEMEANOR OF CONDUCT:**

According to university policy (§5) of the Student Handbook, "students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Specifically:

- Engaging in hazing or harassment where the individual intentionally threatens, in person, by telephone, electronically, in writing, or by other offensive manner or committing an act that causes a person to feel threatened. Such prohibition includes disorderly classroom conduct that obstructs, interferes with, inhibits and/or disrupts teaching and/or related classroom activities.
- Inappropriate behavior in the classroom shall result in a, minimally, a directive to leave class. The second offense will result in the student being reported to the Dean of Students for disciplinary action in accordance with university policy; and the instructor reserves the right to give the student an F for the overall class grade.

### **STUDENTS WITH DISABILITIES POLICY:**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may adversely affect your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. **NOTE:** No accommodation can be made until you register with the Counseling Center.

### **STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY:**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

- A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s) during the first week of the course.
- The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

### **VISITORS IN THE CLASSROOM:**

Only registered students will receive a course grade for attending the class. In order to retain the integrity of the work, this class will be closed to the public.

### **INSTRUCTOR EVALUATIONS:**

During the end of the semester, students will be provided a mechanism to evaluate the instructor of the course. This evaluation should be completed in a thoughtful and honest manner.