

**There is no on-campus meeting with this class! It's all online.**

Supervising Instructor: Frank E. Parcels, Ph. D.

### Proseminar Syllabus

<b>Course Description</b>	<p><i>Overview of functions, processes, strategies, tools, and effects of communication. Introduces students to fields of marketing communication, advertising, public relations, sales, print-broadcast electronic media, and the theories governing the study of these fields.</i></p>
<b>Course Objectives</b>	<p><i>Our Proseminar in Communication:</i></p> <ul style="list-style-type: none"> <li>• <i>provides students with an overview of the M. A. in Corporate Communication program;</i></li> <li>• <i>identifies the appropriate corporate communication and mass communication scholarly journals and trade magazines for the communication discipline and industry;</i></li> <li>• <i>gives students a basic understanding of scholarly writing employing the American Psychological Association Publication Manual (6th ed.); and,</i></li> <li>• <i>introduces students to our graduate faculty and their areas of expertise and research interests within our M. A. program;</i></li> </ul>
<b>Required Textbook</b>	<p>APA. (2009). <i>Publication Manual of the American Psychological Association</i> (6th ed.). Washington, D. C.: APA.</p>
<b>Course Rationale</b>	<p><i>The M. A. in Corporate Communication requires that students participate in a one semester hour student orientation and seminar during their first semester of enrollment at APSU. We believe that this Proseminar helps our students to make wiser choices of advisors and committee members, know a little more about which courses and areas of study are appropriate for them, orients students to the use of the American Psychological Association Publication Manual (6th ed.) and is an ideal way to meet our graduate instructional faculty. <b>This proseminar is all online.</b></i></p>
<b>Course Supervising Instructor</b>	<p>Frank E. Parcels, Ph. D., Professor and Graduate Coordinator                  Department of Communication                  Austin Peay State University                  P. O. Box 4446 - MMC 327 - A                  Clarksville, TN 37044                  Email: <a href="mailto:ParcellsF@APSU.edu">ParcellsF@APSU.edu</a>                  Student Website URL: <a href="http://DrParcells.org">http://DrParcells.org</a>                  Corporate Communication M. A. Website: <a href="http://CCMA.APSU.edu">http://CCMA.APSU.edu</a>                  Telephone: (931) 221.6308                  Fax: (931) 221.6307                  Fall 2009 Office Hours: TU/TH, 10:30 AM to Noon; W, 1 to 3:30 PM; and, by appointment.</p>

**Course  
Ingredients**

<u>Item</u>	<u>Description</u>	<u>Due Date</u>	<u>Point Value</u>
Assignment #1: Refereed Journal Article Abstract	<i>Using the APA Publication Manual (6th ed.) writing style and format, students prepare a refereed journal article abstract from one of the communication discipline scholarly journals. See the list of acceptable journals on the assignment sheet.</i>	Article proposed by 10 PM on FR, 1/22 in the D2L Discussion Board; article abstract posted by 10 PM on FR, 1/29 in the D2L Discussion Board.	<b>150</b>
Assignment #2: Annotated Bibliography	<i>Using the APA Publication Manual (6th ed.) writing style and format, each student prepares an annotated bibliography which includes samples of the required publication types. See Assignment #2 for specific details and examples for this assignment.</i>	Topic proposed by 10 PM on FR, 2/5 in D2L Discussion Board; annotated bibliography submitted by 10 PM on W, 3/10, in the D2L DropBox as a Microsoft Word (.doc or .docx).	<b>300</b>
Exam I	<i>Students complete an online true/false, multiple choice, and matching item examination available in D2L covering all of the lectures presented in this class and information presented in this class.</i>	Available online under Quizzes in D2L from 10 AM on FR, 2/5, through 10 PM on SU, 2/7.	<b>150</b>
Exam II	<i>A true-false, multiple choice, and matching item exam covering some of the major aspects of the American Psychological Association Publication Manual (6th ed.).</i>	Available online under Quizzes in D2L from 10 AM on FR, 2/26 until 10 PM on SU, 2/28.	<b>150</b>
			<b>750</b>

**Course Evaluation**

Grade	Definition	Points Required	Percentage
<b>A</b>	<i>Superior</i>	675 to 750	90 to 100%
<b>B</b>	<i>Very Good</i>	600 to 674	80 to 89%
<b>C</b>	<i>Unacceptable</i>	525 to 599	70 to 79%
<b>D</b>	<i>Unacceptable</i>	450 to 524	60 to 69%
<b>F</b>	<i>Unacceptable</i>	0 to 449	0 to 59%

