



TEXAS A&M UNIVERSITY
SAN ANTONIO

BCOM 3304-907 (WI), Business Communication

Spring 2026, CRN: 23552

Department of Management and Marketing, College of Business

Course Syllabus

Class Modality:	In-Person
Class Meeting Time and Place:	Wednesdays, Classroom Hall, RM 204
Class Duration:	January 20 – May 12, 2026; 7:30 – 8:45 PM
Instructor:	Halbert Brown Email: hbrown@tamusa.edu Phone: (210) 391-0819 Student emails will receive a reply within two business days.
Course Website:	https://tamusa.blackboard.com/
Office Hours:	None; Student may schedule meeting on Webex or on campus on a case-by-case basis.

This course is delivered via lecture with mandatory online and in-class assignments on the Blackboard platform! Each week we will have mandatory in-class chapter discussions and quizzes.

Important Notice:

- This is a hybrid course. (We will have weekly in-person classes!)
- Online Assignments and Classroom Discussions are Required Each Week (at least 30% of total grade)!

Catalog Course Description: Students investigate best practices in business communication by writing effective letters, memos, emails, and reports. They learn the importance of oral communication and practice delivering presentations. During the course, students explore how to use artificial intelligence (AI) responsibly to improve their research and writing skills.

Course Objectives: The students in this course will be able to construct multiple types of resumes, learn techniques of effective job-application approaches, write effective reports, and investigate communication dynamics within the corporate structure and its public presence and mission. Students will gain an understanding of public speech and presentation competency. They will also explore how AI tools can be used to improve their writing and research skills.

Prerequisites: Prerequisites: ENGL 1301 and ENGL 1302.

Student Learning Outcomes: After successful completion of this course, students will be able to:

- Integrate proper writing mechanics and syntax in business communication.
- Demonstrate effective oral skills in business presentations.
- Apply the business writing process to common professional communication.
- Use artificial intelligence (AI) tools to improve business communication.
- Describe the importance of ethical business communication.
- Create a research report about a current business communication topic.

AACSB Assessment:

The College of Business received AACSB accreditation in Spring 2023. As part of that ongoing process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery and retention of the above course outcomes.

Writing Across the Curriculum. This Writing Intensive (WI) course is an outreach of a writing program activated in universities throughout the world. The intent of this course and its training is to seriously engage students in the development of rhetoric and meaning in their writing. The focus in this course will be a Research Paper, worth 20% of the final grade that proceeds through the following stages: thesis production, outline, rough draft, and final paper. The topic and thesis approach are submitted for review and critique, as well as a rough draft of the paper. The intent of the review is to ensure that critical writing techniques govern the formation of ideas appearing in linking paragraphs that support and promote the guiding thesis. The student is responsible for the final paper.

- Written assignments must be edited and proofread for error-free grammar, punctuation, and mechanics. Seek the Writing Center for help with this issue.
- Outside sources used in compiling information sought in the assignments must follow APA in-text and reference sheet citation formats.
- The student is the author, and the writing is original. Undisclosed partial or total plagiarizing of an outside source is prohibited under university policy.

Required Materials:

- **Textbook:** *Business Communication Process and Product*, 11th Edition, by Guffy, M. E., & Loewy, D. (2025). Cengage Learning, Inc. Mason, OH. ISBN: 978-0-357-98410-9 (soft cover edition. This book is available as an e-book and must be purchased by the student. (See Follett Discover) Contact the TAMUSA Bookstore for assistance with this process.
- **Blackboard:** Connect to <http://tamusa.blackboard.com>. You will have a list of all the readings, video, assignment descriptions, grading rubrics, PPT lectures, and other supplementary materials in Blackboard. To maximize your scores, review all of the material before completing your assignments.
- **Software:** You will be required to use Microsoft to complete various assignments. These products are available in the computer labs on campus. You will also be able to download the installation software from the Microsoft software center. You will receive your login name and password at your Jaguar email address.
- **Computer Hardware:** You will need a computer with an internet connection, a microphone and speakers/headphones.
- **Time:** You are expected to spend 4-8 hours per week for the course. Based on the background, some students may require more time. Time spent may be longer when assignment/exams are due.

Other Recommended / Reading Materials: Additional reading materials are available on the course website as recommended by the instructor.

Course Requirements every student must fulfill in order to succeed in course:

1. Students should check the Course Calendar, Announcements, and Messages (e-mail) systems in Blackboard on a regular basis.
2. Students should keep current with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exam early in the semester.
4. Students should ask questions and communicate with the instructor either in class, online, off-line or during office hours.

5. For all classwork, exams, quizzes etc., if a student is completing it off-campus, then they are responsible for availability of internet connectivity. Extensions will **not** be granted for lack of availability of internet connections.
6. Students should remember that hybrid and online courses assume greater responsibility and independent learning skills by the student for their own learning outcomes.
7. For online-asynchronous courses (OLC-A), students should keep current on class recordings. For online-synchronous (OLC-S) courses, students are expected to attend virtually during the class meeting time.
 - a. For OLC-A courses, students are not required to come to class. Students are expected to read the announcements and view the assignment recordings for understanding.
 - b. For OLC-S courses, there will be online class sessions as indicated. Students are expected to attend the online session at the given time. If a student is unable to attend a session, the instructor will make the recording of the session available for the student to view. All materials will be made available through Blackboard or through online links.
 - c. **Grading Policy:** The final course grade will be based on your performance on the exams and assignments using the following weights:

Weekly Discussions/Participation	10% (Roll taken /class discussions)
Weekly Quizzes	10% (Mandatory assignments/quizzes)
Assignments (Written Semester Papers)	20%
Mid-term Exam	20%
Final Exam (as per University Schedule)	20%
Research Paper (one)	20% (Team/Group)
Total	100%

The final letter grades will be assigned as follows: Above 90% $\Rightarrow$ A; 80 – 89% $\Rightarrow$ B; 70 – 79% $\Rightarrow$ C; 60 – 69% $\Rightarrow$ D; Below 60% $\Rightarrow$ F.

Examinations: There will be a mandatory mid-term exam and a mandatory final exam (as per university schedule). Being absent for an exam will result in a grade of zero for that exam and may result in a failing grade in the course. The exams will be administered online and consist of a series of true false, multiple-choice, and/or short answer questions. The exams will be based on the textbook and lectures. Questions will emphasize understanding and applications of concepts and topics covered in the course.

Proctored Exams: In order to ensure course integrity, students enrolled in this course may use a Remote Test-Proctoring software for the administration of exams, if allowed and is set up by the instructor.

Assignments/ Research papers:

Individual assignment descriptions and due dates will be posted through Blackboard. Students are expected to read all assignment instructions carefully before attempting the assignment. Grading rubrics for all assignments are located at the end of the syllabus.

Online Individual Activities:

- Weekly BCOM 3304-chapter quizzes will be available online (MindTap).

IMPORTANT POLICIES AND RESOURCES

University Email Policy and Course Communications: All correspondence between professors and students must occur via University email accounts. You must have your Jaguar email account ready and working. If it is not working, contact the help desk at helpdesk@tamusa.edu or at 210-784-HELP (4357). If you don't hear back

within 48 hours, contact them again. They have many requests during the first part of the semester, so you may need to follow up with them.

Academic Accommodations for Individuals with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us at the [website](#) or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their academic accommodations with Disability Support Services and their instructors as soon as possible.

Academic Learning Center: All currently enrolled students at Texas A&M University-San Antonio can utilize the Academic Learning Center for subject-area tutoring. The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202. Online tutoring is also available for after hours and weekend assistance.

While tutoring hours may change based on tutor schedules and availability, the current tutoring hours for MATH in the ALC are as follows:

	Appointments available	Walk in Tutoring – No appointment needed
MONDAY	8 am – 6 pm	9 am – 5 pm
TUESDAY	8 am – 6 pm	9 am – 5 pm
WEDNESDAY	8 am – 6 pm	9 am – 5 pm
THURSDAY	8 am – 6 pm	9 am – 5 pm
FRIDAY	8 am – 5 pm	11 am – 4 pm

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, visit our website, call 210-784-1331 or visit Madla 120 between the hours of 8:00 AM and 5:00 PM.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. *Crisis support is available 24/7/365 by calling the SCC at 210-784-1331 or through the TELUS student support App.*

The TELUS Student Support App provides a variety of mental health resources to include 24/7/365 support for in the moment distress, crisis support, an anonymous peer-to-peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.



Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification system. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>. More information about Emergency Operations Plan and the Emergency Action Plan can be found [here](#).

Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended by the published Census Date (the first week of class). Any student receiving federal financial aid who does not attend prior to the published Census Date (the first week of class) will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Jaguar Writing, Language, and Digital Composing Center (WLDCC): The Jaguar Writing Center provides writing support to graduate and undergraduate students in all three colleges as well as faculty and staff. Writing tutors work with students to develop reading skills, prepare oral presentations and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. The Writing Center offers face-to-face, synchronous online, and asynchronous digital appointments. Students can schedule appointments with the Writing Center in JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. Students wanting to work in real-time with a tutor can schedule an "Online Appointment." Students wishing to receive asynchronous, written feedback from a tutor can schedule an "eTutoring" appointment. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our [website](#). The Writing Center can also be reached by emailing writingcenter@tamusa.edu.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a [CARE report](#) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources. A food pantry is available on campus; click [here](#) for hours and contact information.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits.

Visit the Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397.

Religious Observances: Texas A&M University-San Antonio recognizes the wide variety of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided with an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual on our campus and within our state, nation, and world. All decisions and actions involving students and employees are to be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the University's Civil Rights Officer at 210-784-2061 or titleix@tamusa.edu.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking based on sex, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related sex-based misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide reasonable accommodation to pregnant students as would be provided to a student with a temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for

assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources. Young Jaguars can support parenting students with daycare if students meet this criteria: (1) must be enrolled in classes at Texas A&M-San Antonio in the current semester, (2) must be Pell eligible or a single parent, (3) child(ren) must be aged 3 to 12-years-old, and (4) child(ren) must be enrolled in Pre-K-3 through 6th grade. For more information, please contact Young Jaguars at youngjaguars@tamusa.edu or call (210) 784-2636.

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university students' rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the [Student Code of Conduct](#) or visit the resources available in the [OSRR website](#)

Important Spring 2026 Dates:

Dates	Event
January 13	Tuition & Fee Payments deadline
January 19	Martin Luther King, Jr. – No Classes
January 20	First day of class
February 4	Census date
February 23-March 6	Midterm grading period
March 9-March 14	Spring Break
April 3	Study Day – No classes
April 17	Last day to drop with an automatic “W”
May 1	Last day to drop a course or withdraw from the University
May 4	Last day of classes
May 5	Study Day – No classes
May 6-May 12	Final exams
May 15	Last day to post final grades
May 19	Commencement

The complete [academic calendar](#) is available online.

Insert ONE of the AI policy options listed below in your syllabi – Select the one you believe is most appropriate for your course.

Option 2 – Use of Generative AI Permitted Under Some Circumstances or With Explicit Permission

There are situations and contexts within this course where you may be asked to use artificial intelligence (AI) tools to explore how they can be used. Outside of those circumstances, you should not use AI tools to generate content (text, video, audio, images) that will end up in any student work (assignments, activities, discussion responses, etc.) that is part of your evaluation in this course. Any student work submitted using AI tools should clearly indicate with attribution what work is the student’s work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, students should reach out to their instructor for clarification before submitting work for grading. Use of AI-generated content without the instructor’s permission and/or proper attribution in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio’s standards of academic integrity.

Spring 2026 BCOM 3304-907 Class Schedule

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

Week	Dates	Chapter and Topic: To take responsibility for your own learning, you MUST read the assigned chapters and complete all assignments for the course!	Writing Assignments Due:
1	JAN 20–JAN 25 (01/21) Assignment Due	Prior to Class: Read Chapter 1. Course Introduction, Syllabus, Group Assignments, & Directions. Writing Assignments are due NLT 11:59 PM (Wednesdays).	Wednesdays, 11:59 PM. Note: Weekly Quizzes Due on (WED) by 7:29 PM. In-Class Lecture: Syllabus & Course Overview Writing Assignments are due NLT 11:59 PM (WED)
1	JAN 26–FEB 01 (01/28)	Chapter #1, Business Communication in the Digital Age Chapter #1 Quiz due by 7:29 PM	Read chapter #1. Lecture: Chapter 1
2	FEB 02–FEB 08 (02/04)	Chapter #15, The Job Search, Resumes and Cover Letters in the Digital Age Chapter #15 Quiz due by 7:29 PM Week 2 AI Introduction/Demonstration Week 2 AI Exercise (Asynchronous) - Use AI in a Brainstorming Exercise (30 minutes)	Read chapters #15 & #16. Lecture: CH #15 AI generated Brainstorming
3	FEB 09–FEB 15 (02/11)	Chapter #16, Interviewing and Follow Up Chapter #16 Quiz due by 7:29 PM Week 3 AI Exercise (Asynchronous) - Use AI to formulate a Thesis Statement (30 minutes) Note: Turn in First Journal Assignment (2) by 11:59 PM. (In-class editing assignment (2 Journal entries)) Post Research Paper Outline to Blackboard by 11:59 PM.	Read chapter #16 Lecture: CH #16 Outline Research Project due AI Generated Thesis Statement Journal Editing In-class
4	FEB 16–FEB 22 (02/18)	Chapter #2, Professionalism: Team, Meeting, Nonverbal, and Etiquette Skills Chapter #2 Quiz due by 7:29 PM Cover Letter & Resume due 11:59 PM. Week 4 AI Exercise (Asynchronous) - Use an AI Assistant to formulate in-text citations (only 3 paragraphs of the research paper)	Cover Letter and Resume due 11:59 PM. Read chapter #2. Lecture: CH #2 AI generated in-text citations
5	FEB 23–MAR 01 (02/25)	Chapter #3, Intercultural Communication Chapter #3 Quiz due by 7:29 PM Note: Turn in Complete Journal Assignment (5) by 11:59 PM. Week 5 AI Exercise (Asynchronous) - Use AI to format APA 7th edition references (Create a Reference Page with at least 5 resources.)	Turn in Journal Assignment Read chapter #3. Lecture: CH #3 AI generated APA 7 References Page
6	MAR 02–MAR 08 (03/04)	Chapter #4, Planning Business Messages Chapter #4 Quiz due by 7:29 PM Week 6 AI Exercise (Asynchronous) Mid-term Grading Period (02/23-03/06/26)	Read chapter #4. Lecture: CH #4 Mid-term Grading Period (02/23-03/06/26)

6	MAR 02–MAR 08 (03/04)	(Password Protected) Exam open 02/27/26 at 12:01 AM until 03/01/26, 11:59 PM. Mid-term Examination due. (20%) - Use AI to improve fluency in writing	Mid-term Examination due. (20%) Complete by 03/01/26 AI generated fluency in writing
7	MAR 09–MAR 15 (03/11)	Chapter #5, Organizing and Drafting Business Messages Chapter #5 Quiz due by 7:29 PM Week 7 AI Exercise (Asynchronous) - Use AI to overcome writer's block	Read chapter #5. Lecture: CH #5
	MAR 09–MAR 15 Spring Break	Grades completed by noon on 03/06/26 Spring Break	Grades completed by noon on 03/06/26 Spring Break
8	MAR 16–MAR 22 (03/18)	Chapter #6, Revising Business Messages Chapter #6 Quiz due by 7:29 PM Week 8 AI Exercise (Asynchronous) - Use AI to Generate Feedback about your writing	Read chapter #6. Lecture: CH #6 AI generated feedback
9	MAR 23–MAR 29 (03/25)	Job Analysis Report Due by 11:59 PM. Chapter #7, Short Workplace Messages and Digital Media Chapter #7 Quiz due by 7:29 PM	Job Analysis Report Due. Read chapter #7. Lecture: CH #7
10	MAR 30–APR 05 (04/01)	Chapter #8, Positive and Neutral Messages Chapter #8 Quiz due by 7:29 PM Week 10 AI Exercise (Asynchronous) - Use AI to create a Letter of Intent to submit a proposal for a grant	Read chapter #8. Lecture: CH #8 AI generated Letter of Intent to Submit a grant
11	APR 06–APR 12 (04/08)	Note: Turn in first draft of Research Paper by 11:59 PM. (Comments – Time Permitting) Chapter #9, Negative Messages Chapter #9 Quiz due by 7:29 PM	Read chapter #9. Lecture: CH #9
12	APR 13–APR 19 (04/15)	Chapter #10, Persuasive and Sales Messages Chapter #10 Quiz due by 7:29 PM	Read chapter #10. Lecture: CH #10
13	APR 20–APR 26 (04/22)	Chapter #11, Report Writing Basics Chapter #11 Quiz due by 7:29 PM Research Project Due by 11:59 PM. (20%)	Read chapter #11 Lecture: CH #11 Research Project Due (20%) Team #1 Research Presentation
14	APR 27–MAY 03 (04/29)	Chapter #12, Informal Business Reports Chapter #12 Quiz due by 7:29 PM	Read chapter #12/Lecture: CH #12 Team #2 & #3 Research Presentations
15	MAY 04–MAY 10 (05/08)	Chapter #13, Proposals, Business Plans, and Formal Business Reports Chapter #13 Quiz due by 7:29 PM Chapter #14, Business Presentations Chapter #14 Quiz due by 7:29 PM	Read chapter #13 Lecture: CH #13 Read chapter #14 Lecture: CH #14 Team #4 Research Presentation
16	MAY 11–MAY 17 (05/12)	Final Exam – As per University Schedule Complete the Final Exam by 05/10/25, 11:59 PM.	Final Exam: Opens at 12:01 AM & closes at 11:59 PM (May 8-May 10) 20%
****	Grades	Grades completed by noon on 05/15/26	Grades

AI Asynchronous exercises are in green. End-of-course AI summation assessments are in blue.