

RECEIVED

APR 17 2014

OFFICE OF THE
SENATE COUNCIL**Course Information**

Date Submitted: 2/6/2014

Current Prefix and Number: COM - Communication , COM 482 STUDIES IN PERSUASION

Other Course:

Proposed Prefix and Number:

What type of change is being proposed?

Major – Add Distance Learning

Should this course be a UK Core Course? No

1. General Information

a. Submitted by the College of: COMMUNICATION AND INFORMATION

b. Department/Division: Communication

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Donald Helme

Email: don.helme@uky.edu

Phone: 257-8886

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: No OR Effective Semester: Spring 2015

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: Please Add

b. Full Title: STUDIES IN PERSUASION

Proposed Title: N/A (NO CHANGE IN TITLE)

c. Current Transcript Title: STUDIES IN PERSUASION

Proposed Transcript Title:

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: *Letter (A, B, C, etc.)*

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: This course examines theory and research of persuasion. Topics include message characteristics, credibility, compliance-gaining, decision-making, and motivational appeals.

Proposed Course Description for Bulletin: This online course examines theory and research of persuasion. Topics include message characteristics, credibility, compliance-gaining, decision-making, and motivational appeals.

2j. Current Prerequisites, if any: Prereq: CIS 110, CIS 111.

Proposed Prerequisites, if any:

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component: No Change

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name: Donald Helme

Instructor Email: don.helme@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? Through a combination of recorded lectures and online discussion forums regarding assigned readings, and virtual office hours with the instructor.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. This course will have the same assigned readings as the traditional COM 482 Persuasion class already on the books. The online version will have recorded lectures in conjunction with online group and classroom forum discussions as well as virtual office hours with the instructor. Course goals and student learning outcomes are the same for the online course as for the traditional 482 course taught regularly in standard classroom format. Assessment will be through exams and papers submitted via Blackboard.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. The academic offense policy will be the same as the University policy already in place. Blackboard will be used as the portal for the entire course, which is password protected. All materials will be uploaded, stored, and accessible via Blackboard. Grades will be recorded in blackboard which will provide students with timely access to their standing in the course. In the case of exams taken on Blackboard, integrity will be ensured by setting an electronic time limit of 50 minutes to complete each exam (each exam will be designed to be completed within that time frame). At the end of 50 minutes the exam is automatically submitted in its current form - whether finished or not. Additionally, Blackboard allows the option of randomizing the question order for each individual student, and not allowing backtracking of answers once an answer is submitted. These and other Blackboard tools will be utilized to ensure integrity of the exam and to minimize cheating.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? NO

If yes, which percentage, and which program(s)? Communication BA, Health Communication Track, 7% (3 hours out of 42) required. COM 482 online or traditional classroom format will fulfill this requirement.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Via online office hours and the services provided by the UK Distance Learning Office.

6. How do course requirements ensure that students make appropriate use of learning resources? Through assigned readings

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. Through Blackboard. No other facilities other than access to the UK Libraries will be required, and online access to that is already available for students currently enrolled.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? Yes

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology. Through Blackboard, which has extensive tutorials available to students for those not already familiar with the service at UK.

10. Does the syllabus contain all the required components? YES

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Donald W. Helme, Ph.D.

SIGNATURE|ELCOHE2|Elisia Cohen|COM 482 CHANGE Dept Review|20140210

SIGNATURE|CEMONA2|E C Monaghan|COM 482 CHANGE College Review|20140211

SIGNATURE|JMETT2|Joanie Ett-Mims|COM 482 CHANGE Undergrad Council Review|20140417

Courses	Request Tracking
---------	------------------

Course Change Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

[Open in full window to print or save](#)

Generate R

Attachments:

Browse...

Upload File

ID	Attachment
Delete 3368	SyllabusDraft_Com 482DL-Online_draft4_UGC.docx

First 1 Last

Select saved project to retrieve...

Get New

NOTE: Start form entry by choosing the Current Prefix and Number
(*denotes required fields)

Current Prefix and Number:		COM - Communication COM 482 STUDIES IN PERSUASION	Proposed Prefix & Number: (example: PHY 401G)
* What type of change is being proposed?		<input type="checkbox"/> Major Change <input checked="" type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, exception to the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in content or emphasis, or which is made necessary by the elimination or substitution of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above	
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No			
If YES, check the areas that apply:			
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics			
1. General Information			
a. Submitted by the College of:		COMMUNICATION AND INFORMATION	Submission Date: 2/6/2014
b. Department/Division:		Communication	
c.* Is there a change in "ownership" of the course?			
<input type="radio"/> Yes <input checked="" type="radio"/> No If YES, what college/department will offer the course instead? <input type="text" value="Select..."/>			
e.* * Contact Person Name:		Donald Helme	Email: don.helme@uky.edu Phone: 257-8886
* Responsible Faculty ID (if different from Contact):			Email: Phone:
f.* Requested Effective Date:		<input type="checkbox"/> Semester Following Approval	OR Specific Term: * Spring 2015
2. Designation and Description of Proposed Course.			
a. Current Distance Learning(DL) Status:		<input type="radio"/> N/A <input type="radio"/> Already approved for DL* <input checked="" type="radio"/> Please Add <input type="radio"/> Please Drop	
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box) that proposed changes do not affect DL delivery.			
b. Full Title:		STUDIES IN PERSUASION	Proposed Title: * N/A (NO CHANGE IN TITLE)
c. Current Transcript Title (if full title is more than 40 characters):		STUDIES IN PERSUASION	
c. Proposed Transcript Title (if full title is more than 40 characters):			

d. Current Cross-listing:		<input checked="" type="checkbox"/> N/A	OR	Currently ² Cross-listed with (Prefix & Number):	none
Proposed – ADD ² Cross-listing (Prefix & Number):					
Proposed – REMOVE ^{3,4} Cross-listing (Prefix & Number):					
e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours⁵ for each meeting pattern type.					
Current:	Lecture	Laboratory ³	Recitation	Discussion	Indep. Study
	3				
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other: Please explain:		
Proposed: *	Lecture	Laboratory ³	Recitation	Discussion	Indep. Study
	3				
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other: Please explain:		
f. Current Grading System:		ABC Letter Grade Scale			
Proposed Grading System:*		<input checked="" type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input type="radio"/> Graduate School Grade Scale			
g. Current number of credit hours:	3	Proposed number of credit hours:*	3		
h.* Currently, is this course repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES:		Maximum number of credit hours:			
If YES:		Will this course allow multiple registrations during the same semester?			<input type="radio"/> Yes <input checked="" type="radio"/> No
i. Current Course Description for Bulletin:					
This course examines theory and research of persuasion. Topics include message characteristics, credibility, compliance-gaining, decision-making, and motivational appeals.					
* Proposed Course Description for Bulletin:					
This online course examines theory and research of persuasion. Topics include message characteristics, credibility, compliance-gaining, decision-making, and motivational appeals.					
j. Current Prerequisites, if any:					
Prereq: CIS 110, CIS 111.					
* Proposed Prerequisites, if any:					
*					
k. Current Supplementary Teaching Component, if any:					<input type="radio"/> Community-Based Experience

	<input type="radio"/> Service Learning <input type="radio"/> Both
Proposed Supplementary Teaching Component:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input checked="" type="radio"/> No Change
3. Currently, is this course taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, enter the off campus address:	
4.* Are significant changes in content/student learning outcomes of the course being proposed?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, explain and offer brief rationale:	
5. Course Relationship to Program(s).	
a.* Are there other depts and/or pgms that could be affected by the proposed change?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, identify the depts. and/or pgms:	
b.* Will modifying this course result in a new requirement^Z for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES ² , list the program(s) here:	
6. Information to be Placed on Syllabus.	
a.	<input type="checkbox"/> Check box if changed to 400G or 500. If changed to 400G- or 500-level course you must send in a syllabus and you must include the differentiator undergraduate and graduate students by: (I) requiring additional assignments by the graduate students; and establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)

Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for distance learning delivery. **Fields are required!**

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, **distance learning** is defined as educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructors are not in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technology.

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the requirements below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equivalent experience for students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix: COM 482	Date: 2/6/2014
Instructor Name: Donald Helme	Instructor Email: don.helme@uky.edu
Check the method below that best reflects how the majority of the course content will be delivered.	
Internet/Web-based <input checked="" type="checkbox"/>	Interactive Video <input type="checkbox"/>
Hybrid <input type="checkbox"/>	

Curriculum and Instruction

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Syllabus Guidelines, specifically the Distance Learning Considerations?

Through a combination of recorded lectures and online discussion forums regarding assigned readings, and virtual office hours with the instructor.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course or assessment of student learning outcomes, etc.

This course will have the same assigned readings as the traditional COM 482 Persuasion class already on the books. The online version will have recorded lectures in conjunction with online group and classroom forum

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

The academic offense policy will be the same as the University policy already in place. Blackboard will be used as the portal for the entire course, which is password protected. All materials will be uploaded, stored, and

4. Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via a DL, as defined above?

NO

Which percentage, and which program(s)?

Communication BA, Health Communication Track, 7% (3 hours out of 42) required. COM 482 online or traditional classroom format will fulfill this requirement.

*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delivery is six months from the date of approval.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Via online office hours and the services provided by the UK Distance Learning Office.

Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?

Through assigned readings

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

Through Blackboard. No other facilities other than access to the UK Libraries will be required, and online access to that is already available for students currently enrolled.

Student Services

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

Yes

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?

Yes
 No

If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

Through Blackboard, which has extensive tutorials available to students for those not already familiar with the service at UK.

10. Does the syllabus contain all the required components, below? Yes

- Instructor's *virtual* office hours, if any.
- The technological requirements for the course.
- Contact information for Distance Learning programs (<http://www.uky.edu/DistanceLearning>) and Information Technology Customer Service Center (<http://www.uky.edu/UKIT/Help/>; 859-218-HELP).
- Procedure for resolving technical complaints.
- Preferred method for reaching instructor, e.g. email, phone, text message.
- Maximum timeframe for responding to student communications.
- Language pertaining academic accommodations:
 - "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu."
- Specific dates of face-to-face or synchronous class meetings, if any.
- Information on Distance Learning Library Services (<http://www.uky.edu/Libraries/DLIS>)
 - Carla Cantagallo, DL Librarian
 - Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
 - Email: dllservice@email.uky.edu
 - DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?web_id=253&lib_id=16

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

Donald W. Helme, Ph.D.

Abbreviations: DLP = Distance Learning Programs ATG = Academic Technology Group Customer Service Center = 859-218-HELP (<http://www.uky.edu/UKIT/Help>)

Revised 8/09

-
- ^[1] See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "n form will be sent to appropriate academic Council for normal processing and contact person is informed.
 - ^[2] Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
 - ^[3] Signature of the chair of the cross-listing department is required on the Signature Routing Log.
 - ^[4] Removing a cross-listing does not drop the other course – it merely unlinks the two courses.
 - ^[5] Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See *SR 5.2.1.*)
 - ^[6] You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.
 - ^[7] In order to change a program, a program change form must also be submitted.

Submit as New Proposal Save Current Changes

Communication 482: Persuasion
Spring 2015
Online Class (Access to Blackboard and Webcam)

Donald W. Helme, Ph.D.
Office: 239 Grehan Bldg
E-mail: don.helme@uky.edu
Phone: 257-8886

Office Hours:
Virtual Office Hours

Course Description & Objectives

Communication 482 Course Description: This online course examines theory and research of persuasion. Topics include message characteristics, credibility, compliance-gaining, decision-making, and motivational appeals.

This course will provide an overview of the role communication plays in the social influence process. The primary goals are to help you understand the techniques and factors that lead to changes in knowledge, attitudes, and behavior. To help you reach this goal, this class will (1) define key terms used by social influence researchers and practitioners, (2) explain major classic and contemporary social influence theories and models, (3) identify common heuristics, or simple decision rules, that guide the decision making process, (4) review how various source, receiver, situation, and message characteristics impact the social influence process, (5) demonstrate how to use and defend against the various social influence techniques discussed in class, and (6) discuss the ethical implications involved in the social influence process.

Course Prerequisites: CIS 100 and CIS 111.

Required Texts:

O'Keefe, D.J. (2002). *Persuasion: Theory and Research* (2nd ed.). Thousand Oaks, Sage Publications.

Cialdini, R.B. (2009). *Influence: Science and practice* (5th ed.). Boston: Allyn & Bacon.

American Psychological Association. (2009). Publication Manual of the American Psychological Association (6th Ed.). Washington, DC: Author. (\$22.76 Amazon.com, or you can find it at UK bookstore)

*Any additional chapters and articles will be posted on the course website or distributed in class

***Email Account:** All students must have a working UKY email account and check it daily

Course Structure and Assignments

1) Exams: (4 @ 15% each – totaling 60% of your final grade) There will be four exams in the course. Each exam will cover all of the material preceding it in the course. Unless otherwise stated, the last exam WILL NOT be cumulative.

2) Persuasion Theory Literature Review Paper: (1 @ 25% of your final grade) To demonstrate and further enhance your understanding of the material covered in this course, you will be required to pick a major theory of persuasion and write a literature review **using APA style** and summarizing the work that has been done with this theory in the last five years. Since many theories of persuasion are used across a broad spectrum of areas including conflict, advertising/marketing, interpersonal influence, politics, etc. it is up to you to either make the link between the work being conducted in these areas or to select one of these areas and explain how the theory has been applied within that spectrum. Whether you select one or make the link between all depends upon how much work has been conducted with your theory of choice.

3) Participation in Discussion Boards: (15% of final grade) All students will participate in cooperative activities via the discussion board as they work through each topic. Students must participate in these discussion activities a minimum of two times (post and respond) during a topic period. Only those responses that are posted on the discussion board by 7:00 p.m. on Friday will be graded. Each discussion response will be graded separately and an overall grade for participation will be based on the average grade.

Student Learning Outcome

After completion of this course students will be able to:

- 1) Identify and critique various theories/approaches of persuasion and interpersonal influence in the communication literature.
- 2) Be knowledgeable regarding exemplar studies of persuasion, and be able to engage in a detailed examination of specific techniques of persuasion utilized in the media and interpersonally.
- 3) Be familiar with many types of interpersonal influence strategies and have the potential to apply these strategies in their own interpersonal relationships for influence purposes.

More information on these assignments will be distributed/discussed in class.

Com 482 Online Class Policies

Minimum Technology Requirements

Complete the following steps to make sure your computer is correctly configured and the necessary software is installed.

1. Go to this site to check the minimum hardware, software, and browser requirements:
<http://wiki.uky.edu/blackboard/Wiki%20Pages/Bb9%20Hardware%20and%20Software%20Requirements.aspx>
2. FIREFOX is the recommended Internet browser for this course. Go to <https://download.uky.edu/> to download a free version of FIREFOX. Log in with your LINK BLUE ID and password and search for FIREFOX.
3. You will also need Flash, Adobe Acrobat Reader and QuickTime movie player. Go to <http://wiki.uky.edu/blackboard/Wiki%20Pages/Browser%20Check.aspx> then click BbGO! To download them.
4. You will also need to use Microsoft Word for all written work and Microsoft PowerPoint for presentational aids that accompany your oral presentations.
5. You will also be required to record and upload your oral presentations to the Blackboard Shell for self and peer critiques, as well as links to web pages you design for your digital projects. This means you will need access to a webcam.

Important Contacts:

Help Desk at 218-HELP (4357)

Distance Learning Programs Office: 859-257-3377

Distance Learning Services, Carla Cantagallo, DL Librarian: 859-257-0500, ext. 2171; or 800-828-0439 (option#6); dllservice@email.uky.edu

Procedure for Resolving Technical Complaints: If you experience technical difficulties, contact the Customer Service Center at 859-218-HELP or by email at helpdesk@uky.edu. Please also inform your instructor when you are having technical difficulties.

This course is taught in the Eastern Time Zone. All times listed in this syllabus are ET. If you live outside the ET, you need to account for the time change when turning in assignments.

Academic Integrity:

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities.

Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online

<http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability:

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Email Policy

Please allow me 24 hours response time to your emails. If I do not respond within 24 hours, please resend the email. ***Please note: sometimes emails from me are sent to your junk folder. I would recommend checking there first before resending an email.*

Late Assignments

Your assignments for this course, including speeches, essays, journals, and informal assignments, are due on the dates indicated. Late assignments will not be accepted without an excused absence or prior approval from the instructor.

Peer Groups

Because most writers, educators, and other professionals must learn to work collaboratively, you will collaborate--cheerfully--with your peers both in and out of class. I will ask you to form groups early in the semester. You will work with this group often in class as well. Treat everyone in this class as a valued colleague, and you will have few problems. *That means that you will honor all deadlines agreed to by your classmates as though I was the one who set them and in general be respectful.*

Blackboard Discussions and Assignment Submission Guidelines

You will be responsible for checking the online syllabus and schedule (Module) before beginning your homework for any changes or updates. I will post all assignments on Blackboard.

All of your work in this class must be available to be posted both on Blackboard and on paper. In general, all assignments will require a title, your name, my name, and the date. **Files must be saved as a .pdf, or .doc, or .docx.** Any other format will not be accepted and considered as missing unless corrected before the deadline. Please do not email me your assignments. You are responsible for keeping back-up (I recommend several) copies of all your work since electronic texts can be lost. Copies of work can be saved in the "Content Collection" area of your Blackboard account. If your assignment is lost in cyberspace, you will be expected you to repost it within the same day.

Assignment Submissions

All assignments must be posted to the classroom Blackboard Shell **by 7:00 pm on Friday of the assigned week** (see "Daily Schedule" for details). This includes major and minor writing assignments, oral communication

presentation assignments, and visual artifact assignments, as well as self and peer critiques and class discussion postings.

No late assignments will be accepted without prior approval of the instructor and an excused absence as defined above. Please note: **If you fail to complete and submit any of the major assignments (exams or papers), this will result in an automatic "E" for the course. Note: Graded assignments will be returned to you within one week of submission unless otherwise noted by the instructor.*

Discussion Boards and Journals

Discussion Boards are treated much like a classroom conversation with give and take between classmates; by contrast, the Journals are just between the instructor and the student. Below is the rubric for discussion boards. All students will participate in cooperative activities via the discussion board as they work through each topic. Students must participate in these discussion activities a minimum of two times (post and respond) during a topic period. Only those responses that are posted on the discussion board by 7:00 p.m. on Friday will be graded. Each discussion response will be graded separately and an overall grade for participation will be based on the average grade. The following scale will grade discussion participation and journal responses:

Scale for Discussion Boards:

- 4 Exceptional – thoughtful post(s) and responses across multiple days
- 3 Professional – thoughtful post(s) and responses on single day
- 2 Marginal – minimal post(s) and responses across multiple days
- 1 Unacceptable/Inappropriate – minimal post(s) and responses on single day
- 0 No participation

Scale for Journal Responses:

- 4 Exceptional – in depth response using citations from book or lecture
- 3 Professional
- 2 Marginal
- 1 Unacceptable/Inappropriate – one sentence answer that does not convey understanding for the topic
- 0 No response

Readings & Online Lectures

Your reading assignments are included in the course schedule. Assigned chapters should be read before you watch the lectures and respond on Bb (discussion/journals/quiz) so you will be able to make a contribution to the class discussions and activities and perform well on the quizzes and exams. In addition to the textbook, you may, from time to time, be required to read other material that will be put on reserve in Young Library. You may also be assigned online readings in addition to the textbook. If you do not do the reading, do not expect to benefit substantially from the course. Class modules are used to supplement rather than to repeat the reading material assigned. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO WATCH ALL RECORDED LECTURES AND READ THE ASSIGNED READINGS IN ORDER TO BE SUCCESSFUL IN THIS COURSE.

Attendance and Participation

Online education requires excellent time management and self-motivation. As an accelerated web-based class, attendance means checking the Blackboard website daily for messages or assignment information. Budgeting your time carefully for coursework and reading as if you were attending a class on a campus will help you avoid unforeseen delays and procrastination that will affect your overall performance. As this is an online class where you will work according to your own schedule, **I will not take attendance. However, if you do not complete assignments on time, according to the schedule deadlines, you will receive a zero for that assignment. NO LATE ASSIGNMENTS WILL BE ACCEPTED WITHOUT AN EXCUSED ABSENCE OR PRIOR APPROVAL BY THE INSTRUCTOR.** Please refer to the next section of the syllabus for what constitutes an excused absence.

Additionally, participation will serve as an indicator of attendance in this online course. During each week, there may be several activities for you (and possibly your group) to complete (and they may be ungraded). If you do not complete the weekly activities, it will be noted and treated as an unexcused absence.

Even though I will not take attendance, there may be times during the semester when you are unable to meet an assignment, peer review feedback, or self-assessment deadline due to circumstances beyond your control. Excused absences will be given at my discretion on with proof as defined by the UK Student Code 5.2.4.2. Students missing work due to an excused absence must inform me about their excused absence within one week following the period of the excused absence (except where prior notification is required), so we can determine a new deadline. Students will not be penalized for excused absences.

Excused Absences: S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences:

- a. serious illness;
- b. illness or death of family member;
- c. University-related trips;
- d. major religious holidays;
- e. other circumstances you find to be "reasonable cause for nonattendance".

Verification of Absences: Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. It is up to you to obtain and provide this verification is so requested.

For any emergency situation that arises, e-mail your instructor as soon as you know about the situation.

For further information, see <http://www.uky.edu/StudentAffairs/Code/part2.html>

Academic Standards: 5.2.4

Attendance and Completion of Assignments: 5.2.4.1

Excused absences: 5.3.4.2

Advising Policy for COM Majors in 325+ Level Courses:

All communication majors enrolled in upper-division communication courses must schedule a degree progress check with Cathy Hunt in the College Student Services Office by October X, 201X. You will not be able to meet with your academic advisor or register for spring classes until you have met with Ms. Hunt. To schedule your degree progress check: 1) Log onto MyUK; 2) Click on MyInfo; 3) Click on MyAppointments; 4) Choose advising department (College of Communication); 5) Choose appointment type (degree review with Cathy Hunt); 6) View advisor's calendar; 7) Click on a time for appointment (in BLUE); 8) You will receive an email confirmation of your appointment. Failure to schedule your degree progress check by XXX, 201X could result in a delayed registration window and limit your class options for the spring semester.

Grading

Activity/Assignment	Points	Final Course Grade Scale
Persuasion Theory Paper	25%	90%-100% = A
Exams (4 x 15%)	60%	80%-89% = B
Discussion Board Participation	15%	70%-79% = C
		60%-69% = D
		Below 60% = Failing
<hr/> Total	100%	

Mid-term Grades for Com 482-200:

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Tentative Course Schedule

Date Topic

Reading & Assignments