



**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

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## COURSE DESCRIPTION AND OUTCOMES

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### COURSE DESCRIPTION:

Students will learn public speaking and writing skills for use in the business world. Combining communication theory and practical skills, students will be able to strategically manage their own communication strategies for success in employment and career building. The course has three components: public speaking, managerial writing, and career growth. Students will master verbal strategies such as elevator pitches; traditional correspondence; electronic and social media writing; and career growth communication, including employment-seeking writing and portfolio building.

### COURSE OVERVIEW:

This course is designed to investigate the role of communication in professional life. You will employ strategic thinking and communication skills in organizational environments. Attention is given to interviewing, workplace culture, interpersonal and team communication, technology, professional presentations, and leadership communication. You will learn practical skills for presentations, research, résumés, interviews, meetings, and professional writing grounded in communication and leadership theory.

### COURSE LEARNING OUTCOMES:

1. Demonstrate college competence in the mechanics of language: spelling, punctuation, verb agreement, pronoun reference, and sentence patterns.
2. Develop a strategy and communicate persuasively to reach a target audience.
3. Analyze plans to use digital and social media tools for representing an organization to the public.
4. Evaluate resources and conduct appropriate research for various topics.
5. Apply rules of discipline-specific formatting to business communication, research practices, and various forms of writing.

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## PARTICIPATION & ATTENDANCE

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Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

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## COURSE MATERIALS

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### Required:

Quintanilla, K., & Wahl, S. (2019). *Business and professional communication: KEYS for workplace excellence* (4th ed.). Thousand Oaks, CA: Sage. ISBN-13: 978-1506369594

**NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

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## COURSE SCHEDULE

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### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises up to 3 times through the last day of the assignment week. Late contributions may not be awarded points.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

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## WEEKLY READING AND ASSIGNMENT DETAILS

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### MODULE 1

#### Readings

- Chapters 1 & 2 in *Business and Professional Communication: KEYS for Workplace Excellence*
- Bonaccio, S., O'Reilly, J., O'Sullivan, S. L., & Chiochio, F. (2016). Nonverbal behavior and communication in the workplace: A review and an agenda for research. *Journal of Management*, 42(5), 1044-1074.
- MacDermott, C., & Ortiz, L. (2017). Beyond the business communication course: A historical perspective of the where, why, and how of soft skills development and job readiness for business graduates. *IUP Journal of Soft Skills*, 11(2), 7,9-24.

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

## MODULE 2

### Readings

- Chapters 3, 5, & 6 in *Business and Professional Communication: KEYS for Workplace Excellence*
- Aimoldina A. (2017). First language influence on non-native speakers' business writing: A cross-cultural study. *Zbornik Radova Filozofskog Fakulteta U Prištini, 2017(47-3)*, 89-100.
- Damari, R., Rivers, W., Brecht, R., Gardner, P., Pulupa, C., & Robinson, J. (2017). The demand for multilingual human capital in the U.S. labor market. *Foreign Language Annals, 50(1)*, 13-37.

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

### Critical Thinking (90 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### Option #1: Personal Listening Style Profile

Click on the link at the bottom of the page to take the "Personal Listening Style Profile" quiz.

- Reflect on your score and describe your strengths and challenges with listening. Explain what strategies you could use to improve your abilities as an active listener.
- Please include a brief analysis of all four listening styles from the quiz in your paper.

Your submission should be 3-4-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

#### Option #2: Cultural Competence

Key components for developing a high degree of cultural competency include:

- a. an awareness of your reactions to people whose culture or background is significantly different from your own
- b. an attitude that seeks to understand other cultures
- c. knowledge about ways one's beliefs and behavior may differ
- d. excellent intercultural communication skills

(HumanServicesEDU.org, 2018)

Describe an occasion when you or others at work failed to demonstrate cultural competence. What intercultural communication skills would have improved the workplace relationship?

Your submission should be 3-4-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

### References

HumanServicesEDU.org. (2018). Understanding cultural competency. Retrieved from <https://www.humanservicesedu.org/cultural-competency.html>

## MODULE 3

### Readings

- Chapter 9 in *Business and Professional Communication: KEYS for Workplace Excellence*
- Rains, R., & Sechrest, T. (2018). A taxonomic guide to university-level writing assignments. *Journal of the Academy of Business Education, 19*, 33-51. *Journal of the Academy of Business Education, 19*, 33-51.
- Weldy, T. (2017). Facilitating process and practice for improving business writing skills. *American Journal of Management, 17*(5), 60-66.

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Portfolio Project Milestone (10 points)

Choose one of the following two Portfolio Milestones to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the milestone, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### Milestone Option #1: Career Advancement Position

Research job postings and find a job for your career advancement position for your final Portfolio Project by exploring CSU-Global's Global Connect *Where Do I Search for A Job?* page and a job searching site of your choosing.

Submit the website address (link) to the job posting along with a brief summary describing the responsibilities and requirements of the job position. Explain why your skills and professional experience would make you a strong candidate for the position.

Your submission should contain no more than one page of content, framed by a cover page and references page. There should be at least one reference on the references page. This assignment is required and is worth 10 points. Review the rubric to confirm you are meeting the assignment requirements.

### **Milestone Option #2: Leadership Position**

Research job postings and find a job for your leadership position for your final Portfolio Project by exploring CSU-Global's Global Connect *Where Do I Search for A Job?* page and a job searching site of your choosing.

Submit the website address (link) to the job posting along with a brief summary describing the responsibilities and requirements of the leadership position. Explain why your skills and professional experience would make you a strong candidate for the position.

Your submission should contain no more than one page of content, framed by a cover page and references page. There should be at least one reference on the references page. This assignment is required and is worth 10 points. Review the rubric to confirm you are meeting the assignment requirements.

## **MODULE 4**

### **Readings**

- Chapter 4 in *Business and Professional Communication: KEYS for Workplace Excellence*
- Antonelli, K., Steverson, A., & O'Mally, J. (2018). College graduates with visual impairments: A report on seeking and finding employment. *Journal of Visual Impairment & Blindness*, 112(1), 33-45.
- Hammond, J., Marshall-Lucette, S., Davies, N., Ross, F., & Harris, R. (2017). Spotlight on equality of employment opportunities: A qualitative study of job seeking experiences of graduating nurses and physiotherapists from black and minority ethnic backgrounds. *International Journal of Nursing Studies*, 74, 172-180.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking (90 points)**

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

### **Option #1: Networking During the Job Search Process**

Building a strong network of personal and professional contacts is one of the best ways to find a career advancement position. Here is an article from Inc Magazine (Haden, 2015) that provides five tips for growing your network using LinkedIn:

Haden, J. (2015, June 18). 5 smarter ways to build the professional network you need. Retrieved from <https://www.inc.com/jeff-haden/5-smarter-ways-to-build-the-professional-network-you-need.html>

Describe some best practices when networking during the job search process. How have you grown the contacts in your personal or professional network? Analyze the results and discuss some improvements you could make to increase your network.

Your submission should be 3-4-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

### **Option #2: Leadership Position Network**

Networking with leaders from other organizations is one of the best ways to find an organizational leadership position. Here is an article from Inc Magazine (Haden, 2015) that provides five tips for growing your professional network using LinkedIn:

Haden, J. (2015, June 18). 5 smarter ways to build the professional network you need. Retrieved from <https://www.inc.com/jeff-haden/5-smarter-ways-to-build-the-professional-network-you-need.html>

Describe some best practices for growing your professional network when seeking a leadership position. Which strategies have you used to grow your network? Analyze the results and discuss some improvements you could make to increase your leadership contacts.

Your submission should be 3-4-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

### **Portfolio Project Milestone (20 points)**

Choose one of the following two Portfolio Milestones to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the milestone, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Milestone Option #1: Cover Letter and Follow-Up Email: Career Advancement Position**

First, create a cover letter tailored to the job position you are seeking. Then, write a follow-up email to send after interviewing for the career advancement position. Sending a thank-you note is important to demonstrate continued interest in the job position, thank the people who conducted the interview(s), and ask questions that arose after the interview.

The cover letter and follow-up email should demonstrate mastery knowledge of professional writing practices.

Your submission should contain no more than one page of content, framed by a cover page and references page. There should be at least one reference on the references page. This assignment is required and is worth 25 points. Review the rubric to confirm you are meeting the assignment requirements.

#### **Milestone Option #2: Cover Letter and Follow-Up Email: Leadership Position**

First, create a cover letter tailored to the leadership position you are seeking. Then write a follow-up email to send after interviewing for the position. Sending a thank-you note is important to demonstrate continued interest in the job position, thank the people who conducted the interview(s), and ask questions that arose after the interview.

The cover letter and follow-up email should demonstrate mastery knowledge of professional writing practices.

Your submission should contain no more than one page of content, framed by a cover page and references page. There should be at least one reference on the references page. This assignment is required and is worth 25 points. Review the rubric to confirm you are meeting the assignment requirements.

## MODULE 5

### Readings

- Chapter 8 in *Business and Professional Communication: KEYS for Workplace Excellence*
- Breunig, K. J. (2016). Limitless learning: Assessing social media use for global workplace learning. *Learning Organization, 23*(4), 249-270.
- El-Sakran, T. (2018). Understanding our audience: Messages from concept to completion. *Journal of Languages for Specific Purposes, 5*(1), 19-30.

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking (90 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Option #1: Professional Ethics and Technology: Personal**

Take an inventory of your email address and any social networking sites—such as Facebook or Instagram—where you have a membership or maintain a profile.

- Is there any information a potential employer could retrieve from the internet that may be perceived as negative or unethical? Explain.
- What are some ethical concerns that job seekers must be aware of when communicating online?

Your submission should be 3-4-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

#### **Option #2: Professional Ethics and Technology: Company or Target Organization**

Take an inventory of your company's (or target organization's) social media sites (such as Facebook or Instagram).

- Is there any information that potential employees could retrieve from the internet that may be perceived as negative or unethical? Explain.
- What are some ethical concerns that organizations must be aware of when communicating online?

Your submission should be 3-4-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

### **Portfolio Project Milestone (10 points)**

Choose one of the following two Portfolio Milestones to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the milestone, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Milestone Option #1: LinkedIn Profile: Career Advancement**

For this week's Milestone assignment, create a LinkedIn profile that is tailored to the job position you are seeking. Create a new profile using content from your resume and cover letter or tailor your existing profile to the job you are seeking.

Your profile should include a photo of you in professional attire and current information about your professional skills, objective, education, employers, and areas of professional interest. Join relevant groups on LinkedIn and start building your network of contacts.

While your profile will not need to utilize APA format, it must be professionally presented and free of grammatical and spelling errors. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center.

After you have completed your profile, submit a link to your LinkedIn profile. Review the rubric to confirm you are meeting the assignment requirements.

#### **Milestone Option #2: LinkedIn Profile: Leadership Position**

For this week's Milestone assignment, create a LinkedIn profile that is tailored to the leadership position you are seeking. Create a new profile using content from your resume and cover letter or tailor your existing profile to the position you are seeking.

Your profile should include a photo of you in professional attire and current information about your education, employers, and areas of professional interest. Join relevant groups on LinkedIn and start building your network of contacts.

While your profile will not need to utilize APA format, it must be professionally presented and free of grammatical and spelling errors. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center.

After you have completed your profile, submit a link to your LinkedIn profile. Review the rubric to confirm you are meeting the assignment requirements.

## MODULE 6

### Readings

- Chapters 11, 12, & 13 in *Business and Professional Communication: KEYS for Workplace Excellence*
- Rao, M. (2017). Tools and techniques to boost the eloquence of your body language in public speaking. *Industrial and Commercial Training, 49(2)*, 75-79.
- Shi, X., Brinthaup, T. M., & McCree, M. (2015). The relationship of self-talk frequency to communication apprehension and public speaking anxiety. *Personality and Individual Differences, 75*, 125-129.

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking (100 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### Option #1: TED Talk: Communication Topic

Locate and listen to a TED Talk (at least five minutes in length) on a communication topic of interest to you. TED Talks can be found using YouTube or on the TED Talk website at <https://www.ted.com/talks>. Analyze the speaker's ability to persuade or inform the audience using the skills covered in the course readings and textbook chapters from this week.

- What are the qualities of this person's verbal and nonverbal communication that are most effective? Explain.
- What aspects of the speech (delivery and/or content) could be more effective? Explain.
- How does the speaker incorporate Aristotle's appeals (ethos, logos, and pathos)? Explain.
- Provide specific examples from the speech for support.

Your submission should be 3-4-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

#### Option #2: TED Talk: Business Topic

Locate and listen to a TED Talk (at least five minutes in length) on a business topic of interest to you. TED Talks can be found using YouTube or on the TED website at <https://www.ted.com/talks>.

Analyze the speaker's ability to persuade or inform the audience using the skills covered in the course readings and textbook chapters from this week.

- What are the qualities of this person's verbal and nonverbal communication that are most effective? Explain.
- What aspects of the speech (delivery and/or content) could be more effective? Explain.
- How does the speaker incorporate Aristotle's appeals (ethos, logos, and pathos)? Explain.
- Provide specific examples from the speech for support.

Your submission should be 3-4-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

### **Portfolio Project Milestone (10 points)**

Choose one of the following two Portfolio Milestones to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the milestone, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Milestone Option #1: Elevator Pitch: Career Advancement Position**

Using Canvas, create and submit a one- to two-minute elevator pitch promoting yourself for the career advancement job you are seeking. Note that you will also attach the media file to your Module 6 discussion post for peer review by two other students in the class.

The elevator pitch is a brief summary of what you have to offer the company and what you are looking for in a job. Consider the following as you develop your pitch:

- What is your background?
- What skills and experiences can you provide?
- What do you expect from this position?
- What separates you from others who are applying?
- Why are you the ideal candidate?

Review the rubric to confirm you are meeting the assignment requirements.

*Note: If you are unable to complete a video submission, please contact your instructor. Upon approval by your instructor, an alternative to the video submission may be arranged.*

#### **Milestone Option #2: Elevator Pitch: Leadership Position**

Using Canvas, create and submit a one- to two-minute elevator pitch promoting yourself for the leadership position you are seeking. Note that you will also attach the media file to your Module 6 discussion post for peer review by two other students in the class.

The elevator pitch is a brief summary of what you have to offer the company and what you are looking for in a leadership position. Consider the following as you develop your pitch:

- What is your background?
- What skills and experiences can you provide?
- What do you expect from this position?
- What separates you from others who are applying?
- Why are you the ideal candidate?

Review the rubric to confirm you are meeting the assignment requirements.

*Note: If you are unable to complete a video submission, please contact your instructor. Upon approval by your instructor, an alternative to the video submission may be arranged.*

## **MODULE 7**

### **Readings**

- Chapter 7 in *Business and Professional Communication: KEYS for Workplace Excellence*
- Michel, L. (2017). A failure to communicate? Doctors and nurses in American hospitals. *Journal of Health Politics, Policy and Law*, 42(4), 709-717.
- Paletz, S. B. F., Chan, J., & Schunn, C. D. (2017). The dynamics of micro-conflicts and uncertainty in successful and unsuccessful design teams. *Design Studies*, 50, 39-69.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

## **MODULE 8**

### **Readings**

- Chapters 10 & 14 in *Business and Professional Communication: KEYS for Workplace Excellence*
- Perez, J. (2018). An exploration of global leadership: Culture, ethics, and conflict management. *Journal of Leadership, Accountability and Ethics*, 15(3), 122-133.
- Silvia, S., & Mendis, B.A.K.M. (2017). Male vs female leaders: Analysis of transformational, transactional, & laissez-faire women leadership styles. *European Journal of Business and Management*, 9(9), 19-26.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Portfolio Project (300 points)**

Choose one of the following two Portfolio Projects to complete. Do not do both assignments. Identify your assignment choice in the title of your submission. Review the Portfolio Project grading rubric to understand how you'll be graded on your project.

### **Option #1: Creating a Professional Online Profile for Career Advancement (New job)**

Throughout this course you will use various tools to create a professional online profile for career advancement. For your final Portfolio Project, you will analyze how your online social media profile could be used to fulfill your professional advancement goals.

As you begin your Portfolio Project, review the following article from Monster.com. It underscores the importance of having a professional social media presence for career advancement.

Gelber, M. (2019). 8 ways to make your social media profile an employer magnet. Retrieved from <https://www.monster.com/career-advice/article/social-media-tips-job-search>

The following Portfolio Milestones will be submitted to build towards this final project:

*Note: If you select Portfolio Project Option #1 (Career Advancement Position), you will complete the Portfolio Milestones for Option #1 throughout the course.*

- Module 3: Research your ideal job/career
- Module 4: Create a cover letter and post-interview email
- Module 5: Create/update your social media profile on LinkedIn
- Module 6: Present an elevator pitch for self-promotion

In Week 8, you will prepare an eight- to ten-page paper (not including the required cover page and references) that presents your professional online profile. Your final project must include the following:

1. A description and link to the job position you have chosen
2. Your customized cover letter and follow-up email
3. An analysis of how your LinkedIn profile and elevator pitch will be used when seeking the new job. Include support for your analysis using a minimum of three scholarly sources.
4. A discussion of potential ethical issues regarding your online profile and how to resolve these issues. Include support for using a minimum of two scholarly sources.
5. An explanation of the next steps you will take to further develop your online profile. Include support for using a minimum of two scholarly sources.

Your submission should be 8-10-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Use headers to organize the content of your submission. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of seven credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

### **Option #2: Creating a Professional Online Profile for Organizational Leadership (Promotion)**

Throughout this course you will use various tools to create a professional online profile for an organizational leadership position. For your final Portfolio Project, you will analyze how your online social media profile could be used to fulfill your organizational leadership goals.

As you begin your Portfolio Project, review the following article from Monster.com. It underscores the importance of having a professional social media presence when seeking an organizational leadership position.

Gelber, M. (2019). 8 ways to make your social media profile an employer magnet. Retrieved from <https://www.monster.com/career-advice/article/social-media-tips-job-search>

The following Portfolio Milestones will be submitted to build towards this final project:

*Note: If you select Portfolio Project Option #2 (Leadership Position), you will complete the Portfolio Milestones for Option #2 throughout the course.*

- Module 3: Research the leadership position
- Module 4: Create a cover letter and post-interview email
- Module 5: Create/update your social media profile on LinkedIn
- Module 6: Present an elevator pitch for organizational promotion

In Week 8, you will prepare an 8-10-page paper (not including the required cover page and references) that presents your professional online profile. Your final project must include the following:

1. A description and link to the leadership position you have chosen
2. Your customized cover letter and follow-up email
3. An analysis of how your LinkedIn profile and elevator pitch will be used when seeking the leadership position. Include support for your analysis using a minimum of three scholarly sources.
4. A discussion of potential ethical issues regarding your online profile and how to resolve these issues. Include support for using a minimum of two scholarly sources.
5. An explanation of the next steps you will take to further develop your online profile. Include support for using a minimum of two scholarly sources.

Your submission should be 8-10-pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Use headers to organize the content of your submission. Be sure to discuss and reference concepts taken from the course reading material and relevant research. You must include a minimum of seven credible, academic or professional references beyond the text or other course materials. The CSU-Global Library is a great place to find resources. If you need assistance with your writing style or you need writing tips or tutorials, visit the CSU-Global Writing Center. Review the grading rubric to see how you will be graded for this assignment.

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## COURSE POLICIES

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### Course Grading

20% Discussion Participation  
0% Opening Exercises  
8% Mastery Exercises  
37% Critical Thinking Assignments  
35% Portfolio Project & Milestones

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

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## IN-CLASSROOM POLICIES

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For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### **Academic Integrity**

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

### **Citing Sources with APA Style**

All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

### **Disability Services Statement**

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### **Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.