**ECON 5391 and 4331 Lecture:** Seminar in Economics *(Advanced Communications)*  
(3 hours; Spring 2020)

**Professor:** Tatia Jordan, PhD; Dara McCluskey, MBA  
**Office Location:** COBA Room 107Q; Central Library Room 419A  
**Office Telephone:** 817-272-6748; 817-272-1502  
**E-mail:** tatia.jacobsonjordan@uta.edu; dara.mccluskey@uta.edu  
**Faculty Profile:** [http://www.uta.edu/profiles/tatia%20-jacobson%20-jordan](http://www.uta.edu/profiles/tatia%20-jacobson%20-jordan)  
**Office Hours:** Dr. Jordan (T/R 10-11 AM) and by appointment  
Dara McCluskey (T/R 2-3 pm) and by appointment  
**Section:** Tuesday/Thursday 5:30 -6:50 PM in COBA 141

**Course Description**

This course focuses on developing industry-specific acumen necessary to work in the fields of economics, finance, marketing, management, and information systems. The course includes the creation of documents that can include financial formulas and economic forecasting, industry-specific proposals and reports, and individual presentations incorporating the results of a financial or economic theory and corresponding research. The course will use a variety of learning methods including lecture, class discussion, case analysis and presentation, guest speakers, and written exercises. Enrolled students who successfully complete this course will be eligible to sit for the Certified Business Economist (CBE) Exam. Because this is an advanced communications course, any professional position will use the concepts taught in this course.

**Student Learning Outcomes**

Upon completion of the course, these learning outcomes will be achieved:

1. The student will complete communication deliverables that can be used for an electronic portfolio.
2. The student will write and complete written work samples that reflect their understanding of financial and economic principles and practices in their specific field of expertise.
3. The student will be able to understand and implement industry-specific principles in an individual presentation showcasing the results of a business or economics study.
4. The student will prepare an industry-specific communications project.
5. The student will evaluate best practices for writing technical documents for each of the following communication situations: crisis, marketing, negotiation, human resources, persuasion, employment, and networking as it pertains to their major field of study.
6. The student will understand the process of planning and developing industry-specific professional communication through practical application.

**Required Materials for the Course**

Canvas: Canvas is the virtual online classroom for UTA students. You will find important announcements, materials, and assignments here. It is important that you log in and check Canvas daily.

Lockdown Browser: All exams will be given with laptops and with the UTA Lockdown browser. Please see the attached information on this required browser.

Major Assignments and Examinations
The grading system adopted for this course is based on key content areas as measured by the following assignments, totaling 100%:

<table>
<thead>
<tr>
<th>Grading: Assignment</th>
<th>Weight (%)</th>
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<tbody>
<tr>
<td>Daily Writing Assignments</td>
<td>20</td>
</tr>
<tr>
<td>Daily Participation</td>
<td>20</td>
</tr>
<tr>
<td>Weekly Quizzes</td>
<td>20</td>
</tr>
<tr>
<td>Project (Includes deliverables, peer review &amp; presentation)</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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Attendance Policy
It is strongly recommended that you attend every class. There will be material presented in class that you will be responsible for on the final exam. Attendance will be taken daily, and will be reported, together with the course grades, to the Registrar’s office at the semester end. Participation and in-class assignment points are worth 40% of your final grade.

If a student is caught signing another student into the attendance roster, both students will receive ZEROS for participation for the entire semester and will be reported to the Dean’s office for an ethics violation. All students with more than 6 absences during a 16 week semester will earn a failing grade. You cannot pass the class by turning in assignments and not coming to class. No exceptions. If tardies become excessive, 3 tardies=1 absence.

No Due Dates will be amended at any time because of work conflicts. Please let the professor know ahead of time IN PERSON if you will be absent so that you can turn your work in before your absence.

Policy on Late Assignments
All assignments must be submitted by the beginning of class on the assigned due dates unless otherwise specified. They may be turned in early, when necessary. No assignments will be accepted via email. Late project assignments receive a letter grade off per day. There is no way to make up missed attendance points for absences or for any daily assignments missed due to an absence. All exams must be completed during exam time. There are no late exams allowed. No
exceptions. The professor must be notified of religious holy day observances or university-sponsored absences in advance in writing so that presentations can be scheduled accordingly.

**Grading:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
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<tr>
<td>D</td>
<td>60-69</td>
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<tr>
<td>F</td>
<td>below 60</td>
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Grades will **NOT be rounded up for any reason. Please do not email me at the end of the semester asking to round your grade up.**

**Student Responsibilities:**
- Arrive to class on time.
- Use laptops to access class presentations/documents only. **Laptop use will be denied for students accessing the Internet or other non-related course documents for personal use during class.**
- Show respect for all guest speakers, class members, and participants.
- Plan to spend at least 9 hours a week on assignments and group work (3 hours per credit hour).

**University General Policies**

**Institution Information**
UTA students are encouraged to review the below institutional policies and informational sections and reach out to the specific office with any questions. To view this institutional information, please visit the [Institutional Information page](http://www.uta.edu/provost/administrative-forms/course-syllabus/index.php) which includes the following policies, among others:
- Drop Policy
- Disability Accommodations
- Title IX Policy
- Academic Integrity
- Student Feedback Survey
- Final Exam Schedule

**Attendance:**
At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator of student success. Each faculty member is free to develop his or her own methods of evaluating students’ academic performance, which includes establishing course-specific policies on attendance. However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients “begin attendance in a course.” UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report must the
last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Canvas. This date is reported to the Department of Education for federal financial aid recipients.

**Emergency Exit Procedures:**
Should we experience an emergency event that requires evacuation of the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, do not take an elevator but use the stairwells instead. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

**Student Success Programs:**
UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring by appointment, drop-in tutoring, etutoring, supplemental instruction, mentoring (time management, study skills, etc.), success coaching, TRIO Student Support Services, and student success workshops. For additional information, please email resources@uta.edu, or view the Maverick Resources website.

The IDEAS Center (https://www.uta.edu/ideas/) (2nd Floor of Central Library) offers FREE tutoring and mentoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. Students can drop in or check the schedule of available peer tutors at www.uta.edu/IDEAS, or call (817) 272-6593.

The English Writing Center (411LIBR): The Writing Center offers FREE tutoring in 15-, 30-, 45-, and 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Register and make appointments online at the Writing Center (https://uta.mywconline.com). Classroom visits, workshops, and specialized services for graduate students and faculty are also available. Please see Writing Center: OWL for detailed information on all our programs and services.

The Library’s 2nd floor Academic Plaza (http://library.uta.edu/academic-plaza) offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library’s hours of operation.

**Librarian to Contact:**
Each academic unit has access to Librarians by Academic Subject that can assist students with research projects, tutorials on plagiarism and citation references as well as support with databases and course reserves.

**Emergency Phone Numbers**  
In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911. Non-emergency number 817-272-3381

**Library Information**  
Research or General Library Help
Ask for Help

- **Academic Plaza Consultation Services** (library.uta.edu/academic-plaza)
- **Ask Us** (ask.uta.edu/)
- **Research Coaches** (http://libguides.uta.edu/researchcoach)

Resources

- **Library Tutorials** (library.uta.edu/how-to)
- **Subject and Course Research Guides** (libguides.uta.edu)
- **Librarians by Subject** (library.uta.edu/subject-librarians)
- **A to Z List of Library Databases** (libguides.uta.edu/az.php)
- **Course Reserves** (https://uta.summon.serialssolutions.com/#!/course_reserves)
- **Study Room Reservations** (openroom.uta.edu/)