Effective Communication in Department of Defense Security (ED512)

Department of Defense (DoD)
Defense Security Service (DSS)
Center for Development of Security Excellence (CDSE)
Education Division

SAMPLE COURSE SYLLABUS*

1 Course Description/Overview

Effective Communication in DoD Security is a 16-week course that will cover effective techniques for communicating ideas, concepts, and policies in defense security. The course will examine dimensions of communication styles, concepts, principles and theories of communication and how these apply to effective communication in DoD security. It will address communication in problem-solving processes, the importance of communication to effective leadership, and the importance of effective communication in complex wartime and peacetime environments. The course will also provide an overview of how the DoD bureaucracy supports communication.

You will receive the course via the Sakai Collaborative Learning Environment (CLE). The course will consist of readings, prerecorded lectures and presentations, online asynchronous sessions, a discussion forum, and student oral presentations. Oral presentations will be pre-recorded using audio narration and presentation software, PowerPoint, and posted in the discussion forum.

2 Target Audience/Prerequisites

This course is designed for you as a mid-career security specialist serving in a variety of specializations. The course has no prerequisites.

*Sample syllabus is subject to change each semester.

3 Student Outcomes/Objectives

This course will enable you to:

- Present a marketing plan for DoD security.
- Demonstrate how to convince others to adopt ideas, concepts, and policies to support security.
- Identify decision-makers' and stakeholders' keys to successful security programs.
- Describe the role of the agency's Public Affairs Office.
- Explain how to partner, network, build, and sustain loyalty.
- Differentiate security specialist's ideas from the ideas of their audience.
- Demonstrate security specialist's ability to effectively advocate and communicate a position through oral and written communication.
- Develop an effective security policy.
- Create high impact presentations to support security programs and initiatives.
- Construct security messages tailored to specific audiences.
- Compose communication tailored to specific nationalities and cultures to support security messages.
- Construct security messages following communications protocol for individuals within and outside of DoD.
- Formulate communication which sponsors and spreads change throughout the organization successfully.
- Demonstrate effective use of narratives and stories to communicate a security message.
- Explain how to overcome objections and handle problem people and/or situations.

4 Delivery Method/Course Requirements

This is a graduate-level distance-learning course in understanding the principles of effective communication and how these principles can be applied in your DoD security environment. The focus of the course is to develop your understanding of leadership skills that facilitate in-depth analysis of complex issues related to effective communication to support DoD security programs. The course will consist of readings, class discussion, response papers, research papers, and student presentations.

The assigned course readings will draw from a variety of resources: books, case studies, authoritative readings (legislation, policies, plans, and strategies), and implementation readings (government products that are responsive or attempt to fulfill the requirements of authoritative documents). You are expected to familiarize yourself with the assigned topic and readings each week and be prepared to discuss and debate them critically, as well as analyze them for biases and multiple perspectives.

5 General Course Requirements

Class participation is both important and required. If, due to an emergency, you are not able to respond to a discussion prompt in the assigned week, you must contact the instructor by e-mail and must post your response in the following week.

You must submit your assignments on time (by 2359 the day they are due). However, your instructor recognizes that, occasionally, you may have serious problems that prevent work completion. If such a dilemma arises, you should contact your instructor in a timely fashion to work out a new game plan.

6 Academic Integrity Policy

"The Center for Development of Security Excellence holds its students, faculty, and staff to the highest standards of integrity and security. The Center does not tolerate the misleading use of any information and data. All alleged violations of academic integrity will be investigated and resolved.

Violations Defined: The CDSE specifically prohibits cheating, plagiarism, and the toleration of those students who violate this policy.

- Cheating is committing an act with the intent to receive undeserved credit or gain an unfair advantage, or assisting, or attempting to assist, others in doing likewise.
- Plagiarism is the act of taking ideas, writings, or the like from another and passing them off as one's own by not providing the proper credit to the original author. Specifically, it is the intentional, knowing, or reckless failure to document or correctly attribute another's ideas.
- Plagiarism includes, but is not limited to:
  - The duplication of an author's words without both quotation marks and accurate references or footnotes and/or use of an author's ideas in paraphrase without accurate reference or footnotes.
  - Students are expected to credit properly and accurately the source of materials directly cited or indirectly used (i.e., paraphrased) in any oral or written work. All student work shall be their own, unless otherwise properly noted.
- Toleration is a student or students believing that a violation of academic integrity may have occurred and not reporting the violation. Any student who knowingly witnesses a violation of academic integrity and does not report the same will be considered as having committed a cheating or plagiarism violation."

7 Grading

7.1 Grading Scale

A letter grade will be assigned to each graded of your graded assignments, using the following grading scale:

A = 90% – 100%

B = 80% – 89%

C = 70% – 79%

D = 60 – 69%

F = 59% and below

7.2 Contribution of Assignments to Overall Grade

You will be able to earn a possible total of 3,200 points in the course. Each of your assignments has a specific number of maximum points and contribution percentage to your final grade. The following provides the breakdown of how all of your course assignments contribute to your overall performance in order of their occurrence in the course schedule. Specific information about each of the assignments and their grading rubrics follows in the Course Assignments section, below.

Week Assigned	Week Due	Category	Description	Point Value	Percentage
1-16	1-16	Participation	Discussions and Peer Review	320	10%
1	2	Course Pre-test	Full credit given for completing entire pretest	160	5%
2	3	Assignment 1	Analysis of Security Messages	160	5%
3	4	Assignment 2	Develop Security Messages	160	5%
4	5	Assignment 3	Analysis of Security Policy	160	5%
6	7	Research Paper 1	Develop a Persuasive Argument on Security	320	10%

Week Assigned	Week Due	Category	Description	Point Value	Percentage
9	10	Research Paper 2	Effective Leaders and Communicators	320	10%
10	11	Presentation	Effective Leaders and Communicators	160	5%
11	12	Marketing Plan - Part I	Outline of Marketing Plan	160	5%
12	14	Marketing Plan – Part II	Marketing Plan Paper	320	10%
14	15	Marketing Plan – Part III	Marketing Plan Presentation	160	5%
15	16	Promotional Item	Promotional Item	320	10%
15	16	Posttest	Course Posttest	480	15%
		Total		3200	100%

7.3 Peer Review

Throughout the course students will be required to give specific, constructive feedback when conducting peer reviews of other students' writing and presentations. To earn full credit for participation, students must complete required peer review forms completely, giving examples of strengths and weaknesses of peer work and recommendations for improvement. Peer review should not be overly harsh or critical but respectful, constructive, and helpful with specific ways for improvement.

8 Course Evaluation

You will have the opportunity to evaluate the course several different ways throughout the semester. You will have access to post your feedback to a forum through Sakai. The forum will remain open throughout the semester, and it will be monitored regularly. Participation in the forum is entirely optional. You will also complete two online course evaluations: one at the middle of the semester and one after the semester. Your experience and feedback is invaluable to our ability to improve the course for future CDSE students.

9 Course Textbooks

You will use the following texts in whole or in part during your participant in this course.

- Maxwell, John C. (2007). *The 21 Irrefutable Laws of Leadership.* Nashville, Tennessee: Thomas Nelson Publishing.
- Phillips, Donald T. (1992). *Lincoln on Leadership.* New York: Business Plan.

The following text is an optional you may use.

- Adler, Ronald. Rodman, G. & Hutchinson, C. (2011). *Understanding Human Communication.* 11th edition. Oxford University Press.

10 Course Outline

The following table outlines the 16-week course agenda. The week you are assigned a written assignment, it appears *in italics* in the table below. When an assignment is due and you submit it for a grade, it appears in **boldface type**.

Week	Dates	Topics	Student Assignments	Assignments Due
1		• Course overview • Principles and core components for effective communication • Types of security messages, policies, initiatives • Audiences for security messages	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Complete course demographic survey (10 questions)* • *Complete course pre-test* • *Post response to Discussion Post – Week 1*	None
2		• Decision-makers and stakeholders key to successful security programs • Tailoring security messages for specific audiences	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Complete MSLQ survey* • *Complete Assignment 1: Analysis of Security Messages* • *Post and Respond – Discussion Post Week 2*	▪ **Demographic survey** ▪ **Course pre-test** ▪ **Discussion Post and Respond – Week 1**

Week	Dates	Topics	Student Assignments	Assignments Due
3		• Communications protocol for Individuals within and outside the DoD • Communications with other nationalities and cultures	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Complete Assignment 2* • *Post and respond - Discussion Post-Week 3*	▪ **Discussion Post and Respond –Week 2** ▪ **Assignment 1 – Parts 1 and 2: Analysis of Security Messages due** ▪ **Pre-course MSLQ survey due**
4		• Elements of Effective Security Policy	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Complete Assignment 3* • *Post and respond - Discussion Post – Week 4*	▪ **Discussion Post and Respond– Week 3** ▪ **Assignment 2 – Develop Security Messages Due**
5		• Further analysis: developing an Effective Security Policy	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Post and respond – Discussion Post Week 5*	▪ **Discussion Post and Respond – Week 4** ▪ **Assignment 3 – Develop Security Messages Due**

Week	Dates	Topics	Student Assignments	Assignments Due
6		• Persuasive strategies and techniques • Selling ideas: how to convince others to adopt ideas, concepts and policies	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Post and respond – Discussions Posts 1 and 2 – Week 6* • *Course Interest Survey*	**Discussion Post and Respond – Week 5**
7		• Further analysis: selling ideas • Differentiate your ideas from the ideas of your audience • Using narratives and stories to communicate a security message • Case studies	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Research Paper 1: Develop Persuasive Argument on Security* • *Post and Respond – Discussion Post - Week 7*	• **Discussion Post and Respond – Week 6** • **Course Interest Survey due**
8		• Leadership principles: How to partner/network, build and sustain loyalty • How to successfully sponsor and spread change throughout the organization	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Post and Respond - Discussion Post – Week 8*	• **Discussion Post and Respond– Week 7** • **Research Paper 1: Develop Persuasive Argument on Security**

Week	Dates	Topics	Student Assignments	Assignments Due
9		• Further analysis: Leadership principles • Effectively advocating and communicating a position through oral and written communication • How to overcome objections and handle problem people • Case studies of effective leaders	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Research Paper 2: Effective Leaders and Communicators* • *Post and Respond - Discussion Post – Week 9*	**Discussion Post and Respond– Week 8**
10		• Student presentations – Effective Leaders and Communicators	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Presentation: Effective Leaders and Communicators* • *Post and Respond Discussion Post – Week 10*	• **Discussion Post and Respond– Week 9** • **Research Paper 2: Effective Leaders and Communicators**
11		• Marketing and communication principles • The role of your Public Affairs Office • Case studies and samples	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Complete Marketing Plan I Outline* • *Complete assigned peer review of Presentation: Effective Leaders and Communicator*	• **Discussion Post and Respond– Week 10** • **Presentation – Effective Leaders and Communicators Due**

Week	Dates	Topics	Student Assignments	Assignments Due
12		• Further analysis: Marketing and communication principles • Creating high impact presentations	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Prepare Draft of Marketing Plan Part 2 Paper* • *Discussion Post and Respond – Week 12*	• **Marketing Plan Part I: Outline Due** • **Peer Review of Presentation: Effective Leaders and Communicators**
13		• Creating high impact presentations • Advantages of peer review • Persuasive strategies	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Prepare Presentation of Marketing Plan Part 3*	• **Discussion Post and Respond – Week 12** • **Marketing Plan Part 2: Paper Due**
14		• Marketing Plan Presentations • Peer Review Guidelines	**Preparation Activities** • Review lecture presentation • Complete assigned reading **For Credit Assignments** • *Complete MSLQ survey* • *Review a Marketing Presentation by assigned Peer* • *Post and Respond – Discussion Week 14*	**Presentation of Marketing Plan – Part 3 Due**

Week	Dates	Topics	Student Assignments	Assignments Due
15		• Course Review presentation	**Preparation Activities** • Review lecture presentation • Complete assigned reading • Complete review sheet for posttest **For Credit Assignments** *Promotional Item Based on Marketing Plan*	• **Post-course MSLQ survey** • **Discussion Post and Respond – Week 14** • **Peer Review of Marketing Plan Presentation**
16		• Posttest	**Preparation Activities** • Review lecture presentation (Course Wrap-up) **For Credit Assignments** *Complete Course Posttest*	• **Promotional Item Based on Marketing Plan** • **Complete Course Posttest**