



connect<sup>®</sup>MASTER

Communication

ONLINE LEARNING  
WITHOUT COMPROMISE



## ONLINE LEARNING WITHOUT COMPROMISE

*Students often struggle to connect concepts to application. Connect Master Basic Course in Communication's customizable content is built with deliberate instructional alignment which provides students with focused instruction and assessments. Master takes students **beyond rudimentary knowledge to mastery** of foundational concepts through adaptive learning with just-in-time learning resources, paired with **practical assessments**.*

**Basic Course in Communication  
Course Survey 2018 Key Findings**  
588 Instructors Surveyed

### IMPORTANCE OF SOFT SKILLS:

**86%** of instructors surveyed indicated that it is extremely or very important to their college that these students develop and strengthen their soft skills.

### COURSE GOALS:

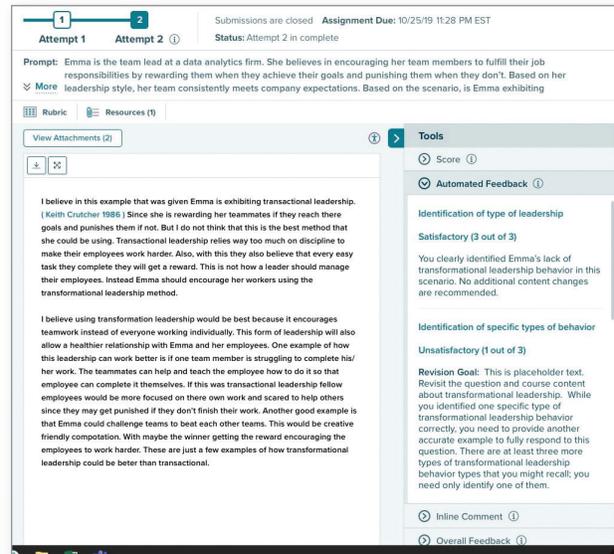
**79%** of instructors rate "how to deliver clear, well-supported messages and presentations" as the top desired outcome for students upon completing the public speaking course. This was the second most important outcome for those teaching Introduction to Communication.

**66%** of instructors rated "application of basic models and concepts of communication to future courses, careers, and lives" as the top outcome for the introduction to communication course.

## DIGITAL-FIRST COURSEWARE

Connect Master Basic Course in Communication content is designed for digital use, rather than a static reading experience. This allows for:

- More immersive concept exploration, boosting engagement and efficiency for students and addressing the often-raised concern that “students don’t read.”
- Greater ability to reconfigure and customize—content is organized and divided at a more granular level. This, combined with the transparent instructional alignment, makes it easier than ever to delete, add, and move content while still preserving the cohesion of the learning experience.
- Regular and seamless updates to the adaptive content give students access to new and current information throughout the semester, without requiring instructors to create new assignments or courses.



CONNECT MASTER CONTENT MAP				
Unit	Unit/Course Objectives	Topic Objectives	Assessments	
4	Ethics & Civility	<ul style="list-style-type: none"> <li>Explain the importance of ethics in public speaking.</li> </ul>	<ul style="list-style-type: none"> <li>Define ethics.</li> <li>Explain how ethical standards are constructed.</li> <li>Explain the consequences of unethical speaking.</li> <li>Identify the ways that speakers adhere to ethical guidelines.</li> <li>Explain how a hidden agenda impacts a speech.</li> <li>Explain how to make ethical</li> </ul>	<ul style="list-style-type: none"> <li>Read: Speaking Ethically</li> <li>Watch: Speaking Ethically</li> <li>Application-Based Activity: Public Speaking Skills: Ethical Speaking</li> <li>Discuss: Ethical Speaking</li> <li>Adaptive Learning</li> <li>Automated Writing Prompt</li> <li>Test Bank</li> </ul>

Additionally, this survey ranked the following as their **TOP COURSE CHALLENGES** in the basic course in communication:

- 1 Getting students to read the course materials
- 2 Supporting students who lack basic college-success skills
- 3 Covering all of the necessary course content
- 4 Engaging students

## COLLEGE SUCCESS SKILLS GAPS:

Instructors expect their students to develop these top five competencies after completing the basic course in communication to assist in workforce readiness:

93% Oral communication

82% Critical thinking

62% Planning/organization

## PRACTICAL ASSESSMENTS

Practical assessments, such as speech assignments, application-based activities, writing assignments, and more, help students develop their skills and show their work. This approach supports lifelong learning and allows instructors to better assess students' 21st-century skills.

### AUTO-SCORED WRITING ASSIGNMENTS

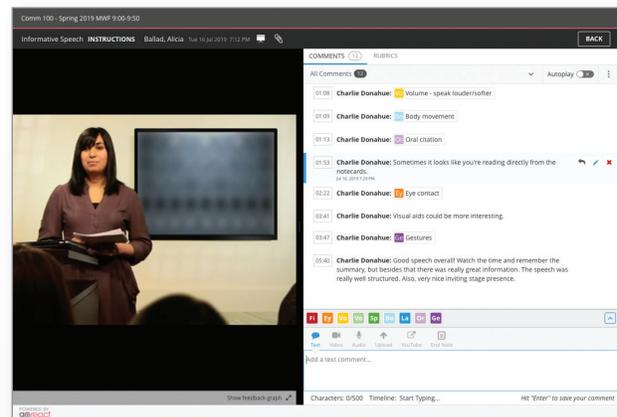
– Based on a student writing sample, software evaluates, scores, and gives feedback in areas such as grammar, word choice, sentence structure, idea development, and overall writing style, encouraging clearer written communication. There are currently three prompts available, covering:

- Ethics and Civility
- Communication Models
- Interpersonal Communication

### APPLICATION-BASED ACTIVITIES

– These present students with realistic scenarios in which they must develop and apply the skills needed in the subject a Public Speaking or Introduction to Communication course. These often involve multiple decision-making paths, like a “Choose Your Own Adventure” in Communication! Topics include:

- Ethical Speaking
- Plagiarism and Citations
- Source Evaluation
- Speaking with Confidence
- Listening
- Topic Selection
- Audience Analysis
- Supporting Materials
- Speech Organization
- Introductions and Conclusions
- Outline Preparation
- Language and Delivery
- Visual Aids
- Methods of Persuasion



### SPEECH ASSIGNMENTS

– Video Capture powered by GoReact™ is an assignment type in Connect that allows you to customize your own speech assignment, including in-class and online speeches and presentations, self-review, and peer review. With customizable rubrics, time-coded comments, and visual markers, students will see feedback at exactly the right moment, and in context, to help improve their speaking, presentation skills and confidence. Video Capture does not require any extra equipment or complicated training; with just a smartphone, tablet, or webcam, students and instructors can capture video of presentations with ease. All it takes is five minutes to set up and start recording.

## INSTRUCTIONAL ALIGNMENT

Connect Master Basic Course in Communication content is developed through deliberate and transparent instructional alignment via backward design.

- Learning objectives, assessments, and instructional content are aligned to ensure instruction directly supports what is assessed, and time is not wasted on extraneous content.
- A scaffolded approach helps ensure that students develop the foundational understanding necessary to build their knowledge and receive the practice they need to conquer higher-level assessments.
- This deep instructional alignment also allows a transparent view into how the different aspects of the learning experience connect, making it easier to see the wider implications of changes, and create effective customizations.

## ADAPTIVE LEARNING

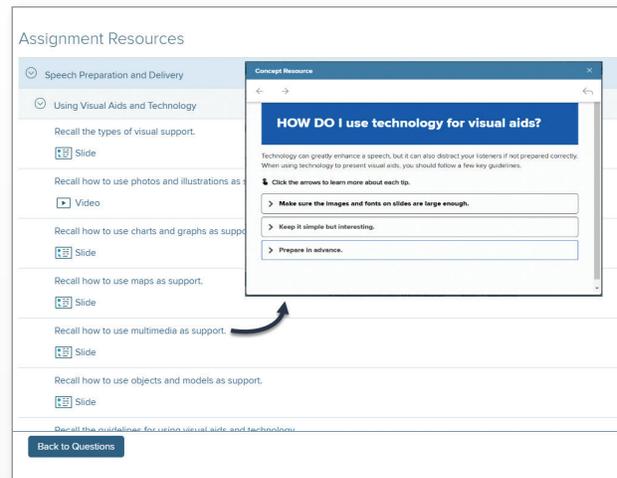
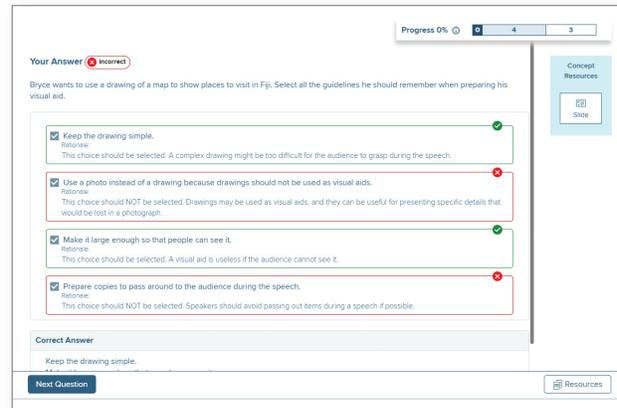
Adaptive assignments give students a personalized learning experience, leading to greater efficiency and concept mastery.

### LEARNING PROBES

- All learning probes (questions) are built around learning objectives. The number of probes a student responds to correctly will determine his or her mastery of the learning objective. If a student does not prove mastery, Connect Adaptive will introduce informational Learning Resources to reinforce key concepts. Connect Master Adaptive requires interaction with these resources before a student can continue answering probes.

### REPORTING TOOLS

- Reporting tools within the adaptive suite show where students are struggling to understand specific concepts and where they excel.



### LEARNING RESOURCES

- All learning resources, in the form of animated videos or slides, are derived from the Connect Master Reader. Like the probes, they are all specifically targeted to, and directly aligned with, the individual learning objectives being assessed. These targeted micro-lessons focus on one concept at a time; if a student is having trouble with the influences that affect consumer decision making, for example, then that micro-lesson will concentrate only on consumer influences, not also on the steps of the consumer decision-making process. This alignment creates a focused, streamlined learning experience for students.

## INTERACTIVE READER

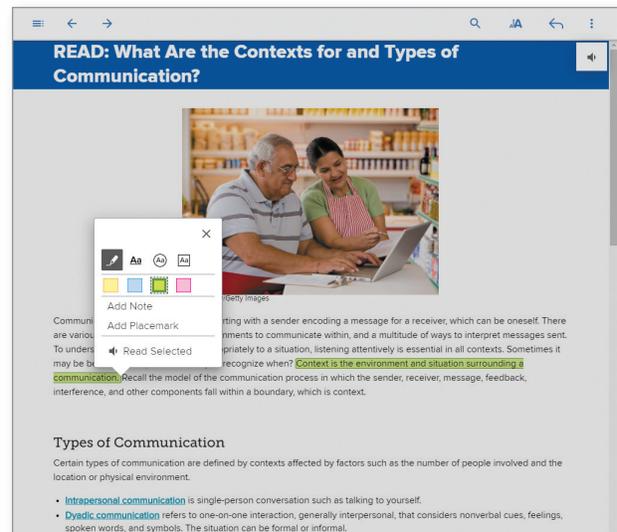
The interactive reader in Connect Master Basic Course in Communication is a customizable narrative built around key learning objectives. These objectives focus on the essential information students need to learn in the course. Key concepts are detailed in written narrative form and are enhanced by interactive widgets that exemplify those key concepts.

## MODEL SPEECH VIDEOS

Because modeling good speech is important in the learning process, Connect Master Basic Course in Communication includes:

- 23 full speech videos
- 10 videos of speeches needing improvement

These are embedded throughout the Master content. They are also available on-demand in the Media Bank.



The screenshot shows a digital reading interface. At the top, a blue header reads "READ: What Are the Contexts for and Types of Communication?". Below the header is a photograph of an older man and a woman looking at a laptop in a grocery store. A floating menu is open over the photo, offering options like "Add Note", "Add Placemark", and "Read Selected". Below the photo, there is a text block with a highlighted sentence: "Context is the environment and situation surrounding a communication." Below this, a section titled "Types of Communication" explains that communication is defined by contexts like the number of people and location. It lists two types: "Intrapersonal communication" (single-person conversation) and "Dyadic communication" (one-on-one interaction).



*“I like that students are given the resources to be successful if they are unable to choose the correct answer. I also like that the rationale is provided for an incorrect answer.”*

–NATALIE DUDCHOCK,  
JEFFERSON STATE COMMUNITY COLLEGE

## CONNECT MASTER BASIC COURSE IN COMMUNICATION TAKES STUDENTS HIGHER

As a learning science company, we create content that supports higher-order thinking skills. This chart shows a few of the key assignable communication assets aligned with Bloom's Taxonomy.

	Adaptive Learning	Instructional Animations	Application-Based Activities	Self-Assessments	Speech Videos	Video Capture	Writing Assignments
<b>CREATE</b>						✓	✓
<b>EVALUATE</b>					✓	✓	✓
<b>ANALYZE</b>				✓	✓	✓	✓
<b>APPLY</b>			✓	✓	✓	✓	✓
<b>UNDERSTAND</b>	✓	✓	✓	✓	✓	✓	✓
<b>REMEMBER</b>	✓	✓	✓	✓	✓	✓	✓

## TRUST IS CRITICAL

The most important attribute for selecting a product, as identified by the course survey for the Basic Course in Communication, is trust in the brand and “knowing content is reviewed and revised with feedback from academic experts.” We couldn’t agree more.

“When creating the vision for Connect Master Communication, we used a rigorous process to thoroughly vet and review all ideas and content. Dedicated subject matter experts who teach the Basic Course in Communication were involved every step of the way, from product concept, to creation, to review.”

—SARAH REMINGTON,  
MCGRAW-HILL SENIOR PORTFOLIO MANAGER, COMMUNICATION

“I want to do less lecturing and more application during class. This gives the basics in a way that is easy to grasp and I can be confident the students will all understand the content.”

—ANGELA WESTPHAL,  
UNIVERSITY OF WISCONSIN OSHKOSH

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