



AVSC 2070 – X04

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Year: 2025

Course Prefix: AVSC

Course and Section #: 2070 X04

Course Title: Comm for Aviation Pros WE

Credits: 3

Course Description

Teaches the skills necessary to effectively communicate with a variety of aviation stakeholders and professionals. Examines principles of written and verbal communication. Covers the planning, organizing and delivery of positive and negative messages. Teaches effective interpersonal and listening skills as well as techniques for adapting the message to the audience. Includes the effective development and delivery of computer-aided presentations. Explores the hazards and impacts of miscommunication on aviation safety.

This course is part of the Aviation Science program and must be successfully completed to fulfill the graduation requirements for the following degrees/certificates:

Professional Pilot, B.S.

Aviation Science, A.A.S.

Aviation Science, A.S.

Aviation Management, B.S.

Inflight Service and Safety Management, Certificate of Proficiency

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Kitchen, Brad

Student Learning Outcomes

- Compose written communication to include reports, electronic media and presentations.
- Develop plans for composition of written communication to include written reports, electronic media and presentations.

- Incorporate principles of etiquette and professionalism into all interpersonal communication and listening skills including meetings, presentations and electronic conferencing.
 - Discuss the impact of modern communications and media on the aviation organization.
 - Apply essential principles of crisis management and crisis communications to aviation business entities.
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Course Materials and Texts

Textbook

- Business Communication Today 15th, Bovee, Courtland L. / Thill, John V., ISBN-9780135891612
- The textbook can be found and purchased at the [UVU Bookstore](#).

Technology Tools

- Internet browsers such as Google Chrome or Firefox are preferred. Web browser compatibility can be found at .
 - Microsoft Office (Word, PowerPoint, and Excel) is required. UVU students have free access to Microsoft 365. See [UVU Microsoft Office 365](#).
 - A laptop or desktop computer with a camera and microphone is required for Kaltura video submission assignments and MS Teams.
 - Instructions for downloading and using Kaltura can be found in the modules where a camera and microphone are necessary. [Computer requirements for Kaltura](#).
 - MS Teams can be found in the left-hand navigation menu in Canvas.
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Course Requirements

Course Assignments, Assessments, and Grading Policy

This is a fully online course. You do NOT need to sign into Teams (or any other platforms) for lectures.

Online learning offers the convenience of continuing your education regardless of your access to the physical classroom. Be aware that online courses at UVU have regular due dates and must be completed within the term you are register.

You are expected to attend class online each week and participate in all activities. Absence from our online class makes it extremely difficult to be a successful student.

See the assignments listed in Canvas for specific descriptions. Assignments are due on the date indicated. No late assignments will be accepted.

Copyleaks: Assignments have a plagiarism detector that checks your work's originality. Should your instructor have any concerns about plagiarism they will contact you directly. Please refer to [Copyleaks Ltd's Privacy Statement](#). to read how Copyleaks cares about your rights and personal data.

Interview Practice Assignment:

During this class you, will be paired with a partner and then practice giving an interview, as well as answering interview questions. This project will have two main assignments to submit. The first will be after you have been paired with your partner, and you will need to describe how you will communicate and meet with your partner. The second will be after you have practiced your interview with your partner; you will have to reflect on the experience by completing a short quiz-type survey. Details and due dates for these assignments are listed within Canvas.

Please note that even though this course is asynchronous, you will need to make time to meet with your partner online. Also, this course uses Teams and Kaltura, but you and your partner can use any online tool that works best (i.e. Zoom, YouTube, and so forth).

Group Project Assignment:

Separate from the interview practice will be a group project. This will be a different group that you will be assigned to. You will have to research a company, and then make a recommendation on a new area of business for that company to go into through a business report. Then your group will have to give a presentation based on that report.

Details and due dates for the group project are listed within the assignments themselves in Canvas.

Again, please note that even though this course is asynchronous, you will need to make time to meet with your group online. Also, this course uses Teams and Kaltura, but you and your group can use any online tool that works best (i.e. Zoom, YouTube, and so forth).

Discussions:

Discussions will be opportunities to explore topics together. Posts to the discussion should add significantly to the conversation and support your point of view. *Comments that do not add significantly to a discussion will receive **no credit**.* It is okay to disagree in a discussion. In fact, much learning happens when we disagree. However, we need to be respectful and keep our online classroom a safe place to learn.

Due dates for discussions correspond with the initial post date which is usually a **Wednesday**. Follow-up comments are due by Sunday. Follow-up posts are expected to be after the due date and are not marked late. Discussions conclude by the **Sunday** following the due date. After this, posts will be marked late.

Assessments:

- Quizzes are administered online through Canvas. Their purpose is to assess your understanding of the assigned material.
- Exams will be administered online through Canvas. They are due on the date indicated and no later than 11:59 MST/MDT.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Percent	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	0-59

Assignment Categories

Activity	Point
Assignments	1020
Discussions	320
Quizzes	130
Presentations	300
Total	1770

Required or Recommended Reading Assignments

Business Communication Today 15th, Bovee, Courtland L. / Thill, John V., ISBN-9780135891612

General Description of the Subject Matter of Each Lecture or Discussion

Week	Module	Assignments
Week 1		Get familiar with the course, start reading, and start working on assignments.
Week 2	Modules 1 & 2	<ul style="list-style-type: none"> • Module 1 - Quiz • Module 1 - Discuss: Teamwork in Aviation • Module 2 - Quiz • Module 2 - Submit: Cultural Communication
Week 3	Modules 3 & 4	<ul style="list-style-type: none"> • Module 3 - Quiz • Module 3 - Discuss: Communicating with Aircraft • Module 4 - Quiz • Module 4 - Discuss: Plain Language
Week 4	Modules 5 & 6	<ul style="list-style-type: none"> • Module 5 - Quiz • Module 5 - Introduction to Higher Standards Writing • Module 5 - Setting up Kaltura • Module 6 - Quiz • Module 6 - Discuss: Presentation Styles
Week 5	Module 7	<ul style="list-style-type: none"> • Module 7 - Midterm Paper: Written Pitch • Module 7 - Midterm Presentation
Week 6	Modules 8 & 9	<ul style="list-style-type: none"> • Module 8 - Quiz • Module 8 - Discuss: Media Skills • Module 9 - Quiz • Module 9 - Reflective Assignment: Research Sources
Week 7	Module 10	<ul style="list-style-type: none"> • Module 10 - Quiz
Week 8	Module 10	<ul style="list-style-type: none"> • Module 10 - Paper: High Stakes Group Report
Week 9	Module 11	<ul style="list-style-type: none"> • Module 11 - Quiz • Module 11 - Reflective Assignment: Positive Messages • Module 11 - Interview Prep Assignment
Week 10		SPRING BREAK
Week 11	Module 12	<ul style="list-style-type: none"> • Module 12 - Quiz • Module 12 - Reflective Assignment: Terrible News • Module 12 - Using MS Teams for Online Group Presentations
Week 12	Module 13	<ul style="list-style-type: none"> • Module 13 - Quiz • Module 13 - Submit: Unsolicited Proposal
Week 13	Module 14	<ul style="list-style-type: none"> • Module 14 - Quiz • Module 14 - Discussion: Interview Practice • Module 14 - Interview Questionnaire
Week 14	Final	<ul style="list-style-type: none"> • Final - High Stakes Group Presentation

Required Course Syllabus Statements

Generative AI

You may use AI programs e.g. ChatGPT to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. For example, AI-generated language programs are known to "hallucinate", i.e. create references to non-existent resources. Beware that use of AI may also stifle your own independent thinking and creativity.

You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor).

Any plagiarism or other form of cheating will be dealt with severely under relevant UVU Plagiarism policies as described in the [UVU Student Code of Conduct](#), UVU Policy [541](#).

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions

of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.