

# Applied Organizational Communication

## CMS 336 (3 credits)

**Instructor: Gina Larson, MA, A.B.D., Transition Specialist**

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**Course Description:** An advanced course in organizational communication and its application to real-life enterprises. Study will include examination of actual cases involving media and public relations in PR firms, corporate communications departments, government agencies, political organizations and non-profit environments. Upon completion of this course, students will understand the nature of organizational culture, methods of organizational socialization; communication needs analysis, and preparing and implementing programs of organizational change. They should be able to critically analyze organizational communication approaches to social, managerial, environmental, and other issues, and project possible ramifications or outcomes of various communication approaches in a variety of contexts.

**Required Text:** Fundamentals of Organizational Communication: Knowledge, Sensitivity, Skills, Values, 7/E. Pamela S. Shockley-Zalabak. Publisher: Allyn & Bacon

### **Course Objectives:**

1. Apply organizational communication theory to real-life enterprises
2. Develop understanding of media and public relations issues related to organizational communication
3. Develop an understanding of the various aspects of communication for diverse business/organizational environments.
4. Become aware of the dynamics of organizational culture and its impact upon internal/external communications
5. Develop an understanding of change and its impact upon organizational communications

### **Grading Criteria:**

To receive a grade of B- or better all assignments must be completed. Grades will be calculated based upon the percent of points earned out of the total possible points. The following percentages will apply:

A+ = 100-98	B+ = 90-88	C+ = 80-78	D+ = 69-67
A = 97-94	B = 87-84	C = 77-74	D = 66-64
A- = 93-91	B- = 83-81	C- = 73-70	D- = 63-60

**Points Plan:**

Chapter quizzes (6)	120 points
Media/Article Reviews	100 points (2 x 50)
Case Study Analysis	100 points
Current Event Activities	100 points (4x25)
Final Exam	<u>230 points</u>
<b>Total</b>	<b>650 points</b>

**Explanation of Course Requirements:**

1. Two (2) media/Article reviews will be required for this course. Students will be required to find 2 journal articles or media materials. Articles must have value in field of business, corporate culture, organizational communications, crisis communications, etc. A summary paper will be required for each article and include the following: a) one-page summary of each article to include; b) word-processed; c) APA style referencing; d) explanation of article; e) why you feel it has value in the field of business and/or organizational communications; f) what area of business this information would apply; g) finally what you thought of the article.
2. Chapter quizzes will follow each week's reading assignments and include multiple choice, true/false and short answer questions.
3. One case study will be posted the sixth week of the term and is due on the eighth week of the term. A complete format will be posted on the procedure to follow when addressing the key areas for the case study.
4. In weeks 2, 3, 4, & 5 articles or topics will be presented in either the course documents section or discussion board section with discussion questions or activities to complete. More details in class meeting.

Final Exam will be posted the 7th week of the term and due the 8th week of the term. This exam will contain multiple choice, true/false and short answer questions.