CMS 336 Applied Organizational Communication (3)

Doane College

2012 Autumn Term

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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 communication departments, government agencies, political organizations and non-profit environments. Upon completion of this course, students will understand the nature of organizational culture, methods of organization 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


Course Objectives

1. Develop an understanding of change and its impact upon organizational communication
2. Demonstrate application of organizational communication theory to various situations
3. Develop an understanding of media and public relations issues related to organizational communication
4. Demonstrate the ability to analyze organizational communication
5. Understand the ethical impact of decisions relevant to organizational communication

Academic Integrity Policy

Respect others and always cite the source of any ideas or words which are not your own. This is a strict policy, but, more importantly, it is the right thing to do.

Learning Strategies

1. Read selections from the text
2. Utilize additional case studies and current business news, as directed.
3. Show understanding of topic through a series of written assignments, case studies and exercises. The assignments will include content questions, thought provoking analysis of case studies and student’s personal reflection of the topic.

Grading

10% - Reading and Written Assignment 1
10% - Reading and Written Assignment 2
10% - Reading and Written Assignment 3
10% - Reading and Written Assignment 4
10% - Press Release
10% - Current Issue Reflection #1
10% - Current Issue Reflection #2
10% - Case Study Analysis #1
10% - Case Study Analysis #2
10% - Case Study Analysis #3

Grades will be based on:

90% - 100% A
80% - 89% B
70% - 79% C
60% - 69% D
Below 60% F

The deadline for each assignment is listed on the assignment. Students will have the opportunity to revise assignments that are turned in before the deadline. Late papers will automatically be reduced by 2% each unless prior arrangements are made with the instructor. This policy reinforces the expectations of professional work environments.