

# Applied Organizational Communication CMS 336 (3 credits)

Instructor: Dr. Orlanda Whitfield, MSE, MOL

Phone: 402-215-1532

E-mail: [Orlanda.whitfield@doane.edu](mailto:Orlanda.whitfield@doane.edu)

**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, 9/E. Pamela S. Shockley-Zalabak Publisher:

Allyn & Bacon Published 2012

ISBN-0205980074:

**Upon completion of this course students will:**

1. Be able to 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. develop an awareness 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

### Schedule:

This is a hybrid course we will meet in class and online.

Week 1 May 24<sup>th</sup> In class  
Week 2 May 31<sup>st</sup> Online  
Week 3 June 7<sup>th</sup> In class  
Week 4 June 14<sup>th</sup> In Class  
Week 5 June 21<sup>nd</sup> Online  
Week 6 June 28<sup>th</sup> In Class  
Week 7 July 5<sup>th</sup> Online  
Week 8 July 12<sup>th</sup> In Class  
Week 9 July 19<sup>th</sup> Online

### 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	Points c- 73-70	D- 63-60

Plan:

Media Release	100 points
Media/Article Reviews	100 points (2 x 50)
Case Study Analysis	100 points (2x50)
Weekly readings & quizzes	150 points (6x25)
Final Exam	<u>200 points</u>
Total	650 points

Explanation of Course Requirements:

1. Students will produce a media release based upon a scenario provided by instructor. This will be provided in week 5.
2. Media/article reaction papers see below for directions.
3. One case study will be distributed the 6th week of the term and is due in the 7th week of the term. A complete format will be provided to follow when addressing the key areas for the case study.
4. Students will have 6 weekly reading assignments and quizzes over the reading material. These will be provided to each student the beginning of each week after student has submitted the previous assignment.
5. Final Exam will be provided 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.

## Reaction Papers (2)

1. Two (2) media/Article reaction papers will be required for this course. The purpose of this assignment is to provide you with insights regarding current trends and/or issues in organizational communication that may be relevant to your future work experiences. For this assignment, you are to discuss 2 examples of work-related issues that are portrayed in the media. For example, you may react to stories in the media regarding sexual harassment, affirmative action, corporate downsizing, corporate behavior, mergers and acquisitions, safety hazards at work, new communication technologies, corporate CEO's, workplace issues, telecommuting, and organizational ethics, among others.  
You should select 2 different interesting topics/issues that you have seen or heard in the media. They may be covered in: National or local newspapers, News magazines such as Newsweek, Time, U.S. News and World Report, etc., professional trade journals, local or national television news programs, television programs such as 20/20, Nightline, and 60 minutes, the Internet, if you use the Internet, keep in mind that not all web sites meet academic standards of credibility.

In one page single-spaced for each reaction paper, you should react to the story with your opinions. Your reaction will not be evaluated based on whether I agree with it or not. Don't just react to the story without considering its connection to course concepts and/or theories. You should support your arguments in order to justify your position. Your reactions should not reflect unsubstantiated opinion but, rather, well-argued and articulated views.

Evaluation of reaction papers:

Your evaluation paper will be evaluated according to:

Selection of article: the degree to which the selected topics are relevant to the course.

Content: the degree to which the main ideas in the article are explained. Analysis: the degree to which your views are linked to course concepts and/or theories, using well-supported arguments to defend your reactions. Format: the degree to which the paper adheres to the following standards:

Word-processed and APA referenced, proper grammar and punctuation.