

Loyola University
School of Communication
Communication 313-201 Syllabus: Corporate & Organizational Communication
Spring Semester 2014

Class dates: Mondays, Wednesdays and Fridays; Monday, January 13 to Friday, April 25

Time: 12:35 p.m. to 1:35 p.m.

Location: Maguire Hall, Room 334

Instructor: John Brooks

Office hours: Mondays, 11 a.m. to 12:30 p.m., or by appointment

Office location: TBD

Loyola University email: jbrooks9@luc.edu

Mobile phone: (847) 894-4529

Required Text:

Organizational Communication: Approaches and Processes, 6th edition, Katherine Miller. Wadsworth, Cengage Learning, 2011. ISBN-10: 0495898325; ISBN-13: 978-0495898320

There may be additional reading for classroom discussion every week. Sources for discussions are from public relations and business-oriented newsletters and publications which your instructor reads regularly. These include e-mail newsletters such as Ragan's Daily Headlines, PR Daily Newsfeed, Bulldog Reporter's Daily Dog and PRSA Issues and Trends; and publications such as the *Chicago Tribune*, *Wall Street Journal*, *PR Week*, *PR Tactics*, and *Public Relations Strategist*.

Course Description:

This course places you in the role of the organization's internal communication manager. It examines the variety of communication challenges organizations face, including globalization, changing organizational identity and employment patterns, diversity, outsourcing and new technologies. These topics will be explored through readings, lectures, class discussions, and guest speakers who will provide first-hand experiences in organizational communication. You will also have opportunities to apply practical communication skills through discussion, written assignments and a team project.

Student Learning Outcomes:

By the end of this course, you should be able to:

- accurately describe key elements of organizational communication theory
- understand the effect of communication on organizational success
- identify communication problems in specific organizational settings
- recognize and create solutions to organizational communication problems

Course requirements:

- Attendance: 40 points
- Quizzes (4): 80 points
- Class participation: 30 points
- Team presentation: 50 points
- Team project: 100 points

Class Attendance Policy:

Your instructor expects you to make every effort to attend class, because success in this course depends on regular attendance and interaction with teammates, as well as active participation in the classroom. Classes will begin promptly at 12:35 p.m., and you will be asked you to record your attendance via a sign-in sheet. If you know ahead of time that you will be unable to attend class and have a legitimate excuse, please inform your instructor by email or text. Acceptable excuses for missing class include illness, family emergency,

court date, etc. Please provide evidence to document excused absences to the instructor. All assignments are to be turned in via Locus. Late assignments are not accepted, UNLESS you have made prior arrangements with your instructor.

Attendance: 40 points

You will receive 2 points for each class session you attend, beginning Wednesday, Jan. 15. If you are late for class, you will receive 1 point, and no points for classes missed without an appropriate excuse.

Quizzes: 80 points (4 x 20 points each)

There will be four quizzes that will include readings, comments in class discussions and comments from guest speakers. If you're in class, paying attention, and reading the text, these won't be difficult. Quizzes will be provided to you online, and you'll submit them via Locus. Quizzes are to be completed and placed in the appropriate dropbox by midnight on the deadline day. Remember: Quizzes turned in late are not accepted.

Class participation: 30 points

Class participation matters in this class, just as participating and speaking up matter in the public relations business. Silence is *not* an option. Your instructor asks many questions in class, and invites comment and discussion. Your instructor wants to hear your ideas, questions, opinions and points of view. Class participation includes in-class discussions, case study review and comment, volunteering ideas/answers, and interaction with guest speakers. It is important to come to class prepared by keeping up with assigned readings. Discussion and debate are ways of assuring your understanding of the subject, and it will contribute to your knowledge of the field.

Team presentation: 50 points

As part of a desire to encourage you to speak and present, you will be asked to choose a partner in this class, and select a company, government agency or nonprofit organization. You and your partner will write a brief paper (two sides, double spaced) summarizing and commenting on the organization's internal communication program. Your research will include news articles from trade publications, Web/social media postings about public relations campaigns, etc. You and your partner will then make a brief presentation (approx. 5 minutes) to the class about your paper using PowerPoint slides, etc., on a date you choose via signup sheet. Each team will submit one paper together via Locus on the date you present, as well as PowerPoint slides, and other media. An assignment sheet will be provided to guide you. There will be no makeups for missed presentations.

Team project: 100 points

You will work in small groups with other students in the class, assigned by the instructor. This will be an exercise in which teams will work to create a company or organization that you would want to work for. In other words, create the perfect company or organization, based on your learnings in this class. I'd like for you to put special emphasis on internal and external communication in your company or organization. You will be able to work at least a portion of time in class to develop plans and multimedia presentations. The instructor will be available to assist you and answer questions as you work on your projects.

Your team will submit to the instructor these components: a written outline or description of your company or organization; the communication components and written plan that meets the needs of your company or organization; and a summary multimedia presentation of your company or organization, and its communication components. Your team will present your company or organization and its communication plan to the class during the week of April 21-25.

The written outline or description of your company or organization, and the communication components and written plan will each be worth up to 40 points. The summary multimedia presentation is worth up to 20 points.

Meetings with the instructor

Your instructor wants to meet you, and learn about your hopes and dreams for careers in public relations/communication. Times for individual meetings will be before and after class. ***Meetings are optional, but I strongly encourage your participation.*** We can discuss career and internship possibilities, your progress in the class, or other related topics.

Original Work

Each student is expected to do his or her own work in the course. Allegations of academic misconduct will be forwarded immediately to the School of Communication. Academic misconduct includes:

- Cheating on exams or aiding other students to cheat.
- Stealing the intellectual property of others and passing it off as your own work (this includes material found on the Internet).
- Failing to quote directly if you use someone else's words, and cite that particular work and author.
- Turning in the same work for two classes.

Anyone caught plagiarizing will receive a grade of "F" for the assignment. Be aware of the strong sanctions against plagiarism. Consult the *School of Communication Statement on Academic Integrity*.

Preliminary Class Schedule:

The following is a working schedule (subject to change as needed) of how we will review the text and other supplemental readings. Classes will consist of a mix of lectures, small group discussions, Q&A, case presentations and analysis, group work and occasional guest speakers who specialize in some facet of the public relations profession.

Week of Jan. 13-15-17

Introductions
Course outline, assignments, grading
Student profile (due Jan. 17)
Chapter 1: Modern Challenges
Chapter 2: Theories of Management

Week of Jan. 20-22-24

No class Jan 20: Martin Luther King Jr. Day
Chapter 3: Human Relations, Human Resources

Week of Jan. 27-29-31

Chapter 4: Organizational Systems

Week of Feb. 3-5-7

First quiz due: Feb. 2, midnight
Chapter 5: Cultures in Organizations

Week of Feb. 10-12-14

Chapter 6: Critical Theories

Week of Feb. 17-19-21

Team presentations begin
Chapter 7: Socialization

Week of Feb. 24-26-28

Second quiz due: Feb. 24, midnight
Team presentations
Chapter 8: Making Decisions

Week of March 3-5-7

No classes: Spring Break

Week of March 10-12-14

Team presentations
Chapter 9: Conflict in Organizations

Week of March 17-19-21

Team presentations
Chapter 10: Change and Leadership

Week of March 24-26-28

Project teams meet
Chapter 11: Emotion in the Workplace

Week of March 31-April 2-4

Third quiz due: March 20, midnight
Project teams meet
Chapter 12: Diversity

Week of April 7-9-11

Project teams meet
Chapter 13: Technology

Week of April 14-16-18

Project teams meet
Chapter 14: Changing Landscape of Organizations

Week of April 21-23-25

Final projects due: April 20, midnight
Final project presentations

Final Exam: May 3, 9 a.m. to 11 a.m.

Final Grades & Point Totals

A+	290-300	B	250-259	C-	210-219
A	280-289	B-	240-249	D+	200-209
A-	270-279	C+	230-239	D	190-199
B+	260-269	C	220-229	D-	180-189
				F	Below 180