Com 44: Organizational Communication
Spring Term 2003
January 8-April 16

Professor: Robyn Zimmerman
Adjunct, Communications Studies
Furman University
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Course Description: Communication is essential to organizational activity. This
course will explore and study management theory, principles of communication,
ethics, crisis communication, managing information, communication climate and
culture, making presentations, effective meetings, improving written skills,
tercultural communication, and assessing organizational communication
quality.

Course Requirements: Because the nature of this course is extremely
interactive and participatory and meets only once a week, no unexcused
absences will be allowed. If absolutely necessary, one excused absence will be
permitted. It is imperative that students contact the professor before missing a
class. In addition to reading the course text, completing the oral presentation and
writing the research paper, students are expected to stay abreast of current
organizational communication activities in the media and the workplace. Students
will be required to dress professionally for all class presentations.

Course Text:
Organizational Communication: Foundations for Business & Management by
Alan Jay Zarembe

Class Project: Select an organization or agency and conduct an in-depth
comprehensive internal and external communication analysis: current strengths
and weaknesses, communication networks and strategies etc., and then provide
recommendations for organizational communication improvements on all levels.

Grades: Exams
Midterm 20% & Final 25 %
Oral presentation/20%
Class participation/15%
Project white paper and presentation/20%
Organizational Communication
Spring 2003
Tentative Syllabus

January 8        Course Overview and Introductions
January 15       The Communication Process
                 Ch. 3-Principles of Communication
                 Communication Planning
January 22       Ch. 1-Organizational Communication
                 Ch. 2-Management Theory
January 29       Guest Speaker Doug Dorman/GHS VP Human Resources
                 Ch. 4-Ethics
                 Ch. 7-Communication Climate and Culture
February 5       Ch. 5-Managing Information
                 Ch. 6-Communication Networks
February 12      Ch. 9-Making Presentations
February 19      Class Presentations
February 26      Midterm
March 5          Ch. 8 Communicating in Meetings
                 Ch 10-Improving Interpersonal Communication
March 12         Guest Speaker Jeanine Halva-Neubauer
                 Ch. 11-Improving Written Communication
March 19         Ch 13-Crisis Communication and Media Relations
March 26         Ch. 12-Intercultural Communication
                 Guest speaker
April 2          Ch 14-Assessing and Auditing
                 Project White paper due
April 9          Project Presentations
April 16         Final Exam
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