

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

Professor: Robyn Zimmerman
Adjunct, Communications Studies
Furman University
Manager of Public and Community Relations
Greenville Hospital System
Phone: 968-1299 (h), 455-1422 (w), 444-7012 cell
E-Mail: rzimmerman@ghs.org
Office hours: By appointment

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, intercultural 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 Zaremba

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

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