**Marshall University**

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| Course Title/Number | **CMM 401/501 Organizational Communication** |
| Semester/Year | Spring 2013 |
| Days/Time | 4- 6:20 Tuesday |
| Location | SH 227 |
| Instructor | Kristine Greenwood PhD |
| Office | Smith Hall 247 |
| Phone | 66788 |
| E-Mail | Greenwoo@Marshall.edu |
| Office/Hours | MW 1012, 1-2 TR 2-3 by appointment |
| University Policies | By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at [www.marshall.edu/academic-affairs/policies](http://www.marshall.edu/academic-affairs/policies)  Students with Disabilities | Affirmative Action | Computing Services Acceptable Use  Excused Absence (undergraduate) | Academic Dishonesty | Inclement Weather | MU Alert |

**Course Description: From Catalog**

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| Investigation of information flow in organizations with emphasis on identifying communication problems. 3hrs. |

**Program Student Learning Outcomes for BA and MA Degrees:**

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| Upon completion of the BA or MA in Communication Studies students will:  Oral Skills:   1. Students will demonstrate the ability to orally communicate competently. This includes the critical thinking skills necessary to compose, share, support, and defend (add/delete descriptors) messages that are appropriate to the unique audience being addressed, the type of speaking context in which the message is being shared (formal/informal; public/private), across speaking contexts (dyadic, group, organizational, or public).   Written Skills:   1. Students will demonstrate the ability to communicate effectively in written documents. This includes the critial thinking skills necessary to compose, share, support, and defend (add/delete descriptors) documents that are appropriate to the unique audience being addressed, the type of speaking context in which the document is being shared.   Theoretical Knowledge   1. Students will demonstrate knowledge of the primary theories within the field of Communication Studies. This includes demonstrating the ability to recognize, differentiate, and select appropriate theories/theoretical concepts to assess communication events and/or demonstrating the ability to analyze the appropriateness of others’ selection and use of theories/theoretical concepts.   Research/Methodololgical Knowledge   1. Students will demonstrate knowledge of the research approaches commonly used to study human communication. This includes demonstrating the ability to recognize, differentiate and select the appropriate method to assess communication events and/or demonstrating the ability to analyze the appropriateness of others’ selection and use of methods. |
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**Degree Profile Outcomes**

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| 1. Knowledge: Specialized knowledge 2. Broad Integrative Knowledge 3. Intellectual Skills: Analytic Inquiry 4. Intellectual Skills: Use of Information Resources 5. Intellectual Skills: Engaging diverse perspectives 6. Intellectual Skills: Quantitative fluency 7. Intellectual Skills: Communication fluency 8. Applied Learning 9. Civic Learning |

**Relationships among Course, Program, and Degree Profile Outcomes**

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| **Course Outcomes** | **How Accomplished in this Course** | **How Evaluated in this Course** | **Program Outcomes** | **Degree Profile Outcomes** |
| Students will be able to distinguish among three theoretical approaches to organizational communication – traditional, interpretive and critical | Lecture, discussion, classroom activities, | Exams, abstract, term paper, proposal | 1, 2, 3, 4 | 1,2,3,7 |
| Students will be able to explain theories of organizational communication | Lecture, discussion, classroom activities | Exams, abstract, term paper, proposal | **1,2, 3,4** | 1,2,3,4, |
| Students will be able to analyze the role of communication in a variety of organizational activities | Lecture, discussion, classroom activities | Exams, abstract, term paper, proposal | 1,2, 4 | 1,3,3,7,8 |
| Students will be able to analyze the role of communication in a variety of organizational relationships | Lecture, discussion, classroom activities | Exams, abstract, term paper, proposal | **1,2,4** | 1,3,5,7,8 |
| Students will be able to value the influence of culture on organizations | Lecture, discussion, classroom activities | **Abstract, Papers, Interviewing project** | **1,2** | 1,2,3,5,7,8 |
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**Required Texts, Additional Reading, and Other Materials**

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| Papa, M., Daniels, T, Spiker, B. (2008) *Organizational Communication: Perspectives* and *Trends.* Sage Publications |

**Course Requirements**

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| CMM 401  Midterm Exam - 100 pts  Final Exam – 100  Interviewing Project – 100 Oral Presentation - 50  Term Paper - 100 Oral Presentation - 50 |
| CMM 501  Midterm Exam - 100  Final Exam – 100  Research Proposal – 100 Oral Presentation – 50  10 abstracts – 10 pts each Oral presentation – 5 pts each |

**Grading Policy**

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| Grading scale - 100-90% = A; 89-80% = B; 79%-70% = C; 69-60% = D; below 60% = F |

**Attendance Policy**

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| Students are expected to attend class. University excused absences will be honored. Since this is a once a week class any absence is essentially missing a week’s worth of classes. Oral presentations cannot be made up and you will lose those points. Missing an oral presentation with a University excused absence will be accommodated with reduced points of 35 but still cannot be made-up |

**Course Schedule**

1/15 Introduction to Course Read Chapters 1 & 2

Chapter 1

1/22 Chapter 2 Read Chapter 3

Abstract Presentation # 1

1/29 Chapter 3 Read Chapter 4

Abstract Presentation #2

2/5 Chapter 4 Read Chapter 5

Abstract Presentation # 3

2/12 Chapter 5 Read Chapter 6

Abstract Presentation # 4

2/19 Chapter 6 Read Chapter 7

Abstract Presentation # 5

2/26 Midterm Exam Chapters 1-6

3/5 Chapter 7 Read Chapters 8 & 9

Abstract Presentation # 6

3/12 Presentation of Interviewing Project

Spring Break 3-18-3/24

3/26 Chapters 8 & 9 Read Chapters 10 & 11

Abstract Presentation # 7

4/2 Chapters 10 & 11 Read Chapters 12 & 13

Abstract Presentation # 8

4/9 Chapter 12 &13 Read Chapter 14

Abstract Presentation # 9

4/16 Chapter 14

Abstract Presentation # 10

4/23 Presentation of Research Proposals & Term Papers

4/30 Presentation of Research Proposals & Term Papers

Review for Final Exam

5/7 Final Exam