

Marshall University

Course Title/Number	CMM 401/501 Organizational Communication
Semester/Year	Spring 2015
Days/Time	4- 6:20 Monday
Location	SH 227
Instructor	Kristine Greenwood PhD
Office	Smith Hall 247
Phone	66788
E-Mail	Greenwoo@Marshall.edu
Office/Hours	MW 10-12,1-2 TR 10-11,1-2
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 Students with Disabilities Affirmative Action Computing Services Acceptable Use Excused Absence (undergraduate) Academic Dishonesty Inclement Weather MU Alert

Course Description: From Catalog

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

Program Student Learning Outcomes for BA and MA Degrees:

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:

2. Students will demonstrate the ability to communicate effectively in written documents. This includes the critical 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

3. 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/Methodological Knowledge

4. 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.

Degree Profile Outcomes

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

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

Required Texts, Additional Reading, and Other Materials

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

Course Requirements

<p>CMM 401 5 abstracts – 20 pts each Oral presentation – 10 pts each Midterm Exam - 100 pts Final Exam – 100 Term Paper - 100 Oral Presentation - 50</p>
<p>CMM 501 Midterm Exam - 100 Final Exam – 100</p>

<p>Research Proposal – 100 Oral Presentation – 50 10 abstracts – 20 pts each Oral presentation – 10 pts each</p>

Grading Policy

<p>Grading scale - 100-90% = A; 89-80% = B; 79%-70% = C; 69-60% = D; below 60% = F</p>
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Attendance Policy

<p>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</p>

Course Schedule

1/12	Introduction to Course Chapter 1	Read Chapters 1 & 2
1/19	Chapter 2 Abstract Presentation # 1	Read Chapter 3
1/26	Chapter 3 Abstract Presentation #2	Read Chapter 4
2/2	Chapter 4 Abstract Presentation # 3	Read Chapter 5
2/9	Chapter 5 Abstract Presentation # 4	Read Chapter 6
2/16	Chapter 6 Abstract Presentation # 5	Read Chapter 7
2/23	Midterm Exam Chapters 1-6	
3/2	Chapter 7 Abstract Presentation # 6	Read Chapters 8 & 9
3/9	Presentation of Interviewing Project	
Spring Break	3-16-3/220	
3/23	Chapters 8 & 9 Abstract Presentation # 7	Read Chapters 10 & 11
3/30	Chapters 10 & 11 Abstract Presentation # 8	Read Chapters 12 & 13
4/6	Chapter 12 & 13 Abstract Presentation # 9	Read Chapter 14
4/13	Chapter 14 Abstract Presentation # 10	
4/20	Presentation of Research Proposals & Term Papers	
4/27	Presentation of Research Proposals & Term Papers Review for Final Exam	
5/4	Final Exam	