SYLLABUS

Course Title	Applied Organizational Communication
Course Number	CMS 336 ONL
Number of Credits	3 semester credits
Course Dates	8/13/18 – 10/13/18
Instructor	Gina Larson
Email Address	gina.larson@doane.edu
Office Hours/Availability	On the Lincoln campus Wednesday & Thursdays 5:00pm-6:00pm or by appointment. Students can contact me via email, phone or text anytime up to 10pm.
Phone Number	402-416-8714 call or text. I will respond to calls/texts same day if received before 10pm.
Textbook Information: (e.g. title, edition, publisher, ISBN)	Organizational Communication: Balancing Creativity and Constraint 8th Edition, 2017, Eric M. Eisenberg, Angela Trethewey, Marianne LeGreco, H.L. Goodall, Jr. Publisher Bedford/St. Martin's. Print version of this textbook is ISBN: 9781319052348, 1319052347, eTextbook option ISBN: 9781319070434, 1319070434.
Additional Course Materials	N/A

Course Description	Applied Organizational Communication-An advanced course in organizational communication and its application to real-life enterprises. Study will include examination of actual cases involving media and public relations in PR firms, corporate communication departments, government agencies, political organizations and non-profit environments. Upon completion of this course, students will understand the nature of organizational culture, methods of organizational socialization, communication needs analysis, and preparing and implementing programs of organizational change. They should be able to critically analyze organizational communication approaches to social, managerial, environmental, and other issues, and project possible ramifications or outcomes of various communication approaches in a variety of contexts.
Program Outcomes	a. Use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions b. Know and understand organizational communication theories and their practical application c. Develop critical and analytical thinking skills for improvement of organizational communication d. Understand the social, cultural, legal, economic, and ethical contexts of organizational communication e. Understand the value of diversity
Course Learning Outcomes/Objectives	1. Apply concepts and theories of organizational communication to real-life situations. 2. Examine, critique, and articulate key issues facing organizations today in the areas of technology and its impact to organizations, and the changes in the meaning of work. 3. Demonstrate the ability to locate and use resources for in-depth study of organizational communication. 4. Identify current professional issues facing the field of organizational communications, including, but not limited to globalization, social media, and employee engagement. 5. Collaborate in the development of a group project to

analyze specific topics linked to the working environment.

6. Evaluate and summarize personal growth in the field of organizational communication.

Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
1	Topic: Introduction to Organizational Communication	Submit introduction video Read article Discussion Board	Self-Introduction Videos and Discussion	Initial Post **(IP)** Tue + Peer Reply **(PR)**: Thu
			Discussion Board: 3 Issues Facing Organizations Today (PO A,C) (CO 2, 3, 4)	IP Wed + PR by Fri
			Read and React Activity (PO A,C,D) (CO 2 & 4)	Sat

			Library Orientation Videos & Quiz	Sat	
			Annotated Bibliographies (PO A,C,D,E) (CO 2, 3, 4)	Sun	
2	Topic: Social Trends, Globalization & Employee Well-being	Read Chapter 1 in text	Current Events Discussion Board (PO A,C,D,E) (CO 2, 3, 4)	IP Tue + PR: Fri	
			Globalization and You (PO D) (CO 4)	Wed	
			Ted Talk-Self Reflection Paper-Quality of Life (PO A,C,D,E) (CO 2, 4)	Thu	
			Video: Smartest Guys in the Room(PO A,C,D) (CO 3, 4)	Sat	
3	Topic: Defining Organizational Communication & Dialogue	Read Chapter 2

Discussion board | Discussion Board-Current Event (PO A,B,C,D) (CO 2, 3, 4) | Initial Post **(IP)** Tue + Peer Reply **(PR)**: Thu | |

				Fri
				Wed
			What Would You Do? (PO a) (CO 1)	
			Situated Individuals Activity (PO a) (CO1)	Sat
			Group Report-Steps 1 & 2 (PO a,d) CO 1, 3, 5)	
4	Topic: Early theories & systems perspective	Read chapter 3 & 4 Watch Scientific Management Watch The Year they discovered people Case Study	Scientific Management Video & Questions (PO a) (CO 1)	Tue
			Discussion: The Year They Discovered People (POa) (CO 1)	IP: Wed. + PR: Fri
			Case Study (POa,b,c,d)(CO 1)	Thu
			Group Project-Step 3 Individual Annotated Bibliographies (3) (POa,c,d) (CO 2, 3, 5)	Sat
5	Topic: Cultural in Organizations & In-depth approaches to organizational communication	Read chapter 5 & 6 Case Study	From your Viewpoint a,b,c) (PO(CO 2,3, 4)	Tue
			Organizational Socialization (POa) (CO 2)	Wed

			Case Study (POa,b,c) (CO 1)	Fri	
			Group Report-complete and post steps 4 & 5 (POd,e)(CO 5)	Sat	
6	Topic: Team & Networking with a splash of self-exploration	Read chapter 7 & 8 Discussion Board	Connecting the Concepts of Identity and Consumption (PO a,b,c,d,e) (CO 2, 4, 6) Discussion Board-Personal Brand/Organizational Brand (POa, c,d, e) (CO 2,3,4) Employee Engagement Post Group Report-Step 6 (handout, outline, challenge questions) (POa, d, e) (CO 5, 6)	Tue. IP Wed + PR Fri Fri Sat	
7	Topic: Leadership & Organizational Alignment	Read chapter 9 & 10 Discussion Board	Discussion Board-Great Leaders (POa,b,c,d) (CO 1, 6) Rewards for Work (CO 6) What Would You Do? Best Practices(POa, b,c,d) (CO 2,3,4) Group Report-Step 7 Complete evaluation	IP: Tue + PR Thu Fri Wed Fri Sat	

			forms (for each group, teams, and self) (POa,e) (CO 5, 6)	
8	Topic: Putting it all together & application of learning	Case Study Self reflection Challenge Questions	Case Study-The First Year of Life(POa,b,c,d,e) (CO 1, 6) Complete Challenge Questions & Submit (POa,b,c,d,e) (CO 1, 2, 3, 4, 6) Self-Evaluation of Learning (CO6)	Fri IP: Tue + PR Thu Sat

Grading Assessments

Type of Assessment	Points	Total possible points
Discussion Boards	(25 points Each for weeks 1,2,3,4,6,7)	150
Group Report	Steps have varying points	200
Case Study: The First Year	85	85

Self-Reflection Paper Self-Evaluation	10 points each	20

Online Courses ONLY

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Communicating with the Instructor

This course uses a "three before me" policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1.   Course syllabus
2.   Announcements in Blackboard
3.   The "Question Center" discussion board

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the "Question Center" discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, contact me via email or phone. My preference is that you will try to email me first. Please allow 24 hours for me to respond to emails Monday-Friday and 48 hours on the weekend.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance.

Phone: 402-826-8411

Email: helpdesk@doane.edu

Web: http://www.doane.edu

Computer Requirements

Minimum computer requirements for the successful use of Blackboard:

http://www.doane.edu/about-doane/offices/its/help-and-support#min_requirements

Minimum computer requirements for success in this course:

●   Reliable computer and internet connection
●   A web browser (Chrome or Mozilla Firefox)
●   Adobe Acrobat Reader (free)
●   Adobe Flash Player (free)
●   Word processing software—Microsoft Word or Google Docs
●   Webcam and mic

You are responsible for having a reliable computer and internet connection throughout the course.

Email and Internet

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane* University *e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at http://bb2.doane.edu

Submitting Assignments

All assignments, unless otherwise announced by the instructor, MUST be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

Campus Network or Blackboard Outage

When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

Grade Scale (Grade scale will be program specific. Please check with the applicable Program Director for this information.)

A=90%-100%   B= 80-90%   C= 70-80%   D= 60-70%   F= 59% or below

Participation Policy	A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.
Study Time	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
Late Work	Arrangements in advance with instructor must be made if student is not able to meet due dates for assignments, all late work will receive a 10% dedication per day past due date up to 3 days, after this time, a grade of 0 will be entered for this assignment. Communicating with instructor is the best way to avoid this situation.

Submitting Assignments	All written assignments will be submitted via Blackboard.
Communication Policy including Assignment Feedback	Calls and text messages will be answered within a 4-hour window, those received after 10pm will be answered the following morning no later than 10am. All assignments received on time will be graded and provide feedback within 5 days.
Academic Integrity Policy	New Academic Integrity Policy to be released AUTM 2018
Academic Support	Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support
Disability Services	https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Chris Brady at chris.brady@doane.edu or 402-467-9031 for assistance.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.

Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.