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Course Overview

Course Title	Applied Organizational Communication
Course and Section Number	CMS-336-ONL
Number of Credits	3 Semester Credits
Term	21/WIN1
Course/Section Dates	10/11/2021 – 12/11/2021
Meeting Time	Class meets online via Canvas
Instructor	Gina Larson Hansen
Doane Email Address	gina.larson@doane.edu
Textbook Information: (e.g. title, edition, publisher, ISBN)	Title: Organizational Communication Author: Eisenberg, Tretheway, LeGreco, Goodall Jr. ISBN-13: 9781319052348 DIGITAL ISBN-13: 9781319070434 ISBN-10: 1319052347

Link to Doane Bookstore:

<https://www.bkstr.com/doaneuniversitystore/shop/textbooks-and-course-materials>

Additional Course Materials

Course Description	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,
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and the preparation and implementation of 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.

Foundational Area of Knowledge

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

For the successful use of Canvas please refer to Doane University's [minimum computer requirements](#). This may also include:

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

Syllabus Addendum

www.doane.edu/syllabus includes information regarding:

- Academic Support
- Military Friendliness & Services
- Study Time
- Credit Hour Definition
- Catalog and Policies



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Technological Support

If you are in need of technical assistance, please contact the help desk at 402-826-8411 or by email at helpdesk@doane.edu.

Learning Management System

Canvas: <https://doane.instructure.com>

Campus Network or Canvas Outage

When access to Canvas 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).