

Loyola University
School of Communication
Communication 313-201 Syllabus: Corporate & Organizational Communication
Fall Semester 2016

Class dates: Tuesdays and Thursdays

Time: 11:30 p.m. to 12:45 p.m.

Location: School of COMM, Rm 010

Instructor: Beth Tomev

Office Hour: Tuesdays & Thursdays, 9:30-10am, or by appointment

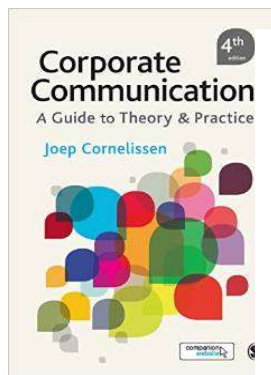
E-mail: etomev@luc.edu

Mobile Phone: (847) 830-6952

Required Texts:

Corporate Communication: A Guide to Theory and Practice Paperback, 4th edition, 2014. Joep Cornelissen, Sage Publications Ltd. ISBN-13: 978-1446274958

Business Essentials for Strategic Communicators, 2014. Matthew Ragan and Ron Culp, Palgrave MacMillan. ISBN: 978-1-13738773-8



There may be additional reading for classroom discussion every week. Sources for discussions are from public relations and business-oriented publications including e-mail newsletters such as Ragan's Daily Headlines, PR Daily Newsfeed, Bulldog Reporter's Daily Dog and PRSA Issues and Trends; and publications such as the *Chicago Tribune*, *Wall Street Journal*, *PR Week*, *PR Tactics*, *Public Relations Strategist*, and *The Financial Times*.

Course Description:

This course places you in the role of the organization's internal communication manager. It examines the variety of communication challenges organizations face, including globalization, changing organizational identity and employment patterns, diversity, outsourcing and new technologies. These topics will be explored through readings, lectures, class discussions, and guest speakers who will provide first-hand experiences in organizational communication. You will also have opportunities to apply practical communication skills through discussion, written assignments and a team project.

Student Learning Outcomes:

By the end of this course, you should be able to:

- accurately describe key elements of organizational communication theory
- understand the effect of communication on organizational success
- identify communication problems in specific organizational settings
- recognize and create solutions to organizational communication problems

Course requirements:

- Quizzes/Exam (4, including the final exam): 30%
- Class participation/Attendance: 10%
- Writing Assignments: 20%
- Individual report/presentation: 20%
- Team project: 20%

Class Attendance Policy:

Your instructor expects you to make every effort to attend class, because success in this course depends on regular attendance and interaction with teammates, as well as active participation in the classroom. Classes will begin promptly at 11:30 p.m., and you will be asked to record your attendance via a sign-in sheet. If you know ahead of time that you will be unable to attend class and have a legitimate excuse, please inform your instructor by email or text. Acceptable excuses for missing class include illness, family emergency, student-athlete commitments or court date. (Work conflicts are *not* acceptable excuses) Please provide evidence to document excused absences to the instructor. Late assignments are not accepted.

Quizzes/Exam:

There will be three quizzes and a cumulative final exam that will include readings, comments in class discussions and comments from guest speakers. If you're in class, paying attention, and reading the text, these won't be difficult. ***You must be in class on quiz or exam days. There will be NO MAKE-UP Quizzes.***

Class Participation:

Class participation matters in this class, just as participating and speaking up matter in the public relations business. Silence is *not* an option. Your instructor asks many questions in class, and invites comment and discussion. Your instructor wants to hear your ideas, questions, opinions and points of view. Class participation includes being on-time and prepared for class, taking part in in-class discussions, case study reviews and comments, volunteering ideas/answers, and interacting with guest speakers. It is important to come to class prepared by keeping up with assigned readings. Discussion and debate are ways of assuring your understanding of the subject, and it will contribute to your knowledge of the field.

Writing Assignments:

There will be numerous written assignments, each designed to expose the student to the responsibilities of an organization's internal communication manager. Some assignments may be completed in class; others will be assigned as homework. If you are absent from class, it is YOUR RESPONSIBILITY to get the assignment from another student and make sure it is turned in on time. ***Writing assignments turned in late will not be accepted.***

Individual reports:

You will be asked to select a company, government agency or nonprofit organization. You will write a brief paper (two sides, double spaced) summarizing and commenting on the organization's corporate communication program. Your research will include news articles from trade publications, Web/social media postings about public relations campaigns, etc. Cite sources properly. **You may earn up to an additional five points if you choose to make a brief presentation (approx. 5 minutes) to the class about your paper using PowerPoint slides, etc., on a date you choose via signup sheet.** You will submit one paper on the specific due date, and submit PowerPoint slides, and other media

that you plan to use in your presentation. An assignment sheet will be provided to guide you.

Individual reports turned in late will not be accepted, and there will be no makeups for missed presentations.

Team project:

You will work in small groups with other students in the class, assigned by the instructor. The purpose of this assignment is for your team to conduct a thorough assessment of a company's corporate reputation, how it is perceived by the public and its stakeholders and what it communicates about itself. Based on this research, your team will make suggestions and recommendations about how the company can improve its reputation and communication practices.

Your team's written assessment and recommendations are worth up to 20% of your grade. Each team member will write an analysis of this project, plus a self-critique of the final product. The instructor will provide a detailed description of the team project requirements. **Team projects and individual assessments turned in late will not be accepted.**

Attendance

There is a direct relationship between attendance and class performance. Your instructor will monitor attendance for every class.

Preliminary Class Schedule:

The following is a working schedule (subject to change as needed) of how we will review the text and other supplemental readings. Classes will consist of a mix of lectures, small group discussions, Q&A, case presentations and analysis, group work and occasional guest speakers who specialize in some facet of the public relations profession.

Week of Aug. 29 & Sept. 1

Introductions

Course outline, assignments, grading

Corporate Communication (CC): Defining Corporate Communication, pgs. 3-15

Week of Sept. 6 & 8

CC: Corporate Communication in Contemporary Organizations, pgs. 17-35

CC: Stakeholder Management and Communication, pgs. 41-61

Week of Sept. 13 & 15

CC: Corporate Identity, Branding and Corporate Reputation, pgs. 63-84

Management theories lecture

Assignment: Individual Reports Due Oct. 4

Week of Sept. 20 & 22

Management theories, Lecture (cont'd)

Business Essentials (BE): Why Knowledge of "Business 101" Matters, pgs. 3-17

Sept. 22: First quiz

Week of Sept. 27 & 29

BE: Economics and Economic Indicators, pgs. 21-34

BE: Finance and the Stock Market, pgs. 35-48

Week of Oct. 4 & 6

BE: Accounting and Financial Statements, pgs. 49-64

BE: The Law and Corporate Disclosure, pgs. 65-78

Due Oct. 4: Individual report

Begin optional individual reports

Week of Oct. 11 & 13

No class Oct. 11 – Mid Semester break

BE: Intangible Assets and Nonfinancial Information, pgs. 79-94

Oct. 13: Second quiz

Week of Oct. 18 & 20

CC: Communication Strategy, pgs. 89-107

CC Strategic Planning and Campaign Management, pgs. 109-125

Week of Oct. 25 & 27

CC & BE: Research and Measurement, pgs. 127-141 & pgs. 139-154

CC: Media Relations, pgs. 143-160

Week of Nov. 1 & Nov. 3

CC: Employee Communication, pgs. 163-178

Organizational culture, Lecture

Week of Nov. 8 & 10

Project teams meet

CC: Issues Management, pgs. 180-198

CC: Crisis Communication, pgs. 200-214

Week of Nov. 15 & 17

Project teams meet

CC: Leadership and Change Communication, pgs. 219-238

BE: Corporate Governance, pgs. 95-108

Nov. 17: Third quiz

Week of Nov. 22 & 24

Project teams meet

Corporate Social Responsibility, pgs. 240-255 (*CC*) & pgs. 109-122 (*BE*)

BE: Corporate Reputation, pgs. 123-138

No class Nov. 24 – Thanksgiving Break

Week of Nov. 29 & Dec. 1

Project teams meet

CC: Social Media and Corporate Communication, pgs. 257-286

Final projects due: Dec. 1

Week of Dec. 6 & 8

Final project presentations

Final Exam: Tuesday, Dec. 13, 9 a.m. to 11 a.m.

Final Grades & Point Totals

A	94-100%	C	74-76%
A-	90-93%	C-	70-73%
B+	87-89%	D+	67-69%
B	84-86%	D	64-66%
B-	80-83%	D-	60-63%
C+	77-79%	F	59 and below

Policy Statements:

School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or

- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source>

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.) A complete description of the School of Communication Academic Integrity Policy can be found at <http://www.luc.edu/soc/Policy.shtml>

Students with Disabilities

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance to meet their own needs and assignment due dates.