

GEORGETOWN UNIVERSITY PROFESSIONAL DEVELOPMENT PROGRAM

Communication in Organizations

2008 Spring Semester
Th, 6-9:00 p.m.; S, 9 a.m.– 4 p.m.

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First Class Meeting: January 24, 2008

Final Class Meeting: February 2, 2008

Final Examination: No final exam

Catalog Description

This course explores the role of communication in organizations and the manager's communication role and responsibilities. Specific exercises focus on skill development in written and oral communication. Topics to be covered include: information flow in organizations; communication barriers (i.e., organizational structure, status, group cohesiveness, and personal likes and dislikes); writing and speaking skills (i.e., writing memoranda and reports and presenting information orally in briefings and meetings).

Required Texts

Mary Munter, Guide to Managerial Communication, 7th edition.
Englewood Cliffs, NJ: Prentice Hall, 2005.

Charles T. Brusaw, Gerald J. Alred & Walter E. Oliu,
The Business Writer's Handbook, 7th edition. New York:
Bedford / St. Martin's Press, 2003.

Course Objectives

1. To identify internal and external barriers to communication and to develop strategies to overcome them.
2. To develop skills used in effective business briefings and writing.
3. To develop strategies for the managerial responsibilities of informing and persuading business audiences.
4. To communicate more effectively in oral, written, interpersonal and group communication in the work setting.

ASSIGNMENTS

Presentations:

Informative Presentation -- presentation on a business-related topic (4-5 minutes).
To be given Saturday, January 26.

Persuasive Presentation -- presentation in which Speaker advocates a position on a business-related issue (3-minute speech followed by a two-minute question and answer session). To be given Saturday, February 2.

Letters and Memoranda:

Informative Memo -- 1 page, single-spaced. Due January 26.

Persuasive Letter -- 1 page, single-spaced. Due February 2.

Note: Content of written assignments will be determined by students' objectives.

COURSE OUTLINE

Thursday, January 24

The Process of Communicating in Organizations
Analyzing Audiences
Organizing and Presenting Messages
Writing the Draft
Editing the Final Copy

Readings: MC -- Chapters 1, 2 and 3
BWH -- To be announced

Saturday, January 26

Active Listening
Giving and Receiving Feedback
Delivering Oral Messages
Communication Styles

- Informative Presentation
- Informative Memo Due

Readings: MC -- Chapters 4 and 7
BWH -- To be announced

Thursday, January 31

Drafting Persuasive Strategies
Interviewing Skills
Ethics of Business Communicators

Readings: MC -- Chapters 5 and 6
BWH -- To be announced

Saturday, February 2

Managing Meetings
Managing Question and Answer Sessions
Advocacy

- Persuasive Presentation with Question and Answer Session
- Persuasive Letter Due

Welsh

COMMUNICATION IN ORGANIZATIONS

Pre-Course Assignments

Readings

Please read Chapters 1- 3 of Munter's *Guide to Managerial Communication* before the first class, January 24.

Presentations

You will be delivering an informative presentation to the class on Saturday, January 26. Please choose a business topic to explain in approximately four to five minutes. Research several periodical articles for background support.

Written Assignment

You will submit an informative memo on the same topic as your presentation on Saturday, January 26. The memo should be one page and single-spaced. Think of the document as a written version of your oral presentation.

The course is designed to be "front-loaded" with respect to early assignments. This will allow you to receive feedback on the first assignments before completing additional written and oral assignments.

Looking forward to meeting you!

Sharon Welsh