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### MGMT 444.01: Management Communications

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**MANAGEMENT COMMUNICATIONS – MANAGEMENT 444**  
**SUMMER 2007**  
**GBB L14**  
**9:30 to 11:20 AM**

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**SOBA'S Mission Statement: The faculty and staff of the School of Business Administration at the University of Montana-Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.**

**I. PURPOSE**

This course is designed to help you become an effective business communicator. It will help you understand how to select the appropriate communications strategy for all types of business writing.

**II. GOALS OF THE COURSE**

Upon completion of the course, you should be able to:

1. Package information appropriately.
2. Understand perceptual bias and correct perception-based communication problems.
3. Identify ways to reduce conflict in business situations by establishing a positive communications climate.
4. Understand how to use nonverbal communication to augment your verbal message.
5. Use multiple communications strategies to appeal to different audience thinking skills.
6. Prepare and present formal business communications analysis in both written and oral forms.

**III. OBJECTIVES**

Management Communications Objectives:

1. To understand how to identify and to use to your benefit the political climate and organizational climate within a business.
2. To reinforce taking risks by providing an opportunity to demonstrate leadership within a group environment.
3. To provide specific constructive feedback to class members on papers and presentations.
4. To create opportunities to interact positively with others.
5. To understand the ethical environment created by what is or is not communicated in a business setting.

#### IV. REQUIRED READING

Technical Communication, 4<sup>th</sup> ed. by William Pfeiffer

#### V. COURSE FORMAT

You are expected to attend class everyday. If you can't make class, please notify me. Your final grade may be reduced by at least a full letter if you don't "voluntarily" participate in class.

In addition to textbook reading, you are required to read articles from the current business press in order to integrate theory and practice before executing an assignment. The integration of theory and practice will be part of our daily class discussion. *The Wall Street Journal*, *Business Week*, and *The Economist* are all excellent sources of general business information. I encourage you to read at least one of these publications at least once a week.

#### VI. EVALUATION

Your grade for the course will be based on the following:

<b>Participation</b>	<b>25%</b>
a). group work and b). exercises	
<b>Written Assignments*</b>	<b>50%</b>
a). memo b). email c). job analysis, application and resume and d). persuasive proposal (no rewrites on proposal)	
<b>Quizzes and Wrap Ups</b>	<b>25%</b>

\*you will be given the opportunity to rewrite all but the (d.) assignment once. The rewrite grades are averaged in with the first grade assigned.

**All assignments must be handed in the class period they are due for full credit. Late assignments may be docked one full letter grade per day late.**

**All papers are expected to be executed using standard business formats. No handwritten assignments.**

MGMT 444 – MANAGEMENT COMMUNICATIONS  
MaryEllen Campbell – Summer 2007

	<b>TOPICS</b>
<b>MONDAY MAY 21</b>	Introduction to Course Read Chapter 1 Lecture: Introduction to Personal Branding and Personal Style Qualitative Language Engaging Audience
<b>TUESDAY MAY 22</b>	Chapter 1 Continues: Creating a Thesis Lecture: Structure of a Memo Passive Voice In-Class Exercises p. 197 Read pp. 150-156
<b>WEDNESDAY MAY 23</b>	Chapter 2 Lecture: Layout In class exercises with partners Discuss Memo Structure, Benchmarking p. 42-43 Read pp. 156-164
<b>THURSDAY MAY 24</b>	Hand in Writing Assignment #1 Memo—One page: Topic: Suggesting some change in your current work or persuade a supervisor to offer something that is not currently being offered
<b>MONDAY MAY 28</b>	No School – Enjoy Memorial Day
<b>TUESDAY MAY 29</b>	Read Punctuation, Comma, Semi-Colon, Colon, etc pp. 164-173 Managing Up Discuss email assignment Read p. 40-41; 44-45
<b>WEDNESDAY MAY 30</b>	Writing Assignment #2: Send positive email to someone higher in authority, b.c. to ME Campbell and bring copy to class Brevity exercise Read 174-180
<b>THURSDAY MAY 31</b>	Feedback on email Negative news pp. 46-47 Verbs read 180-186 Lecture: Discussion on finding a job – The Branding Process Self Analysis
<b>MONDAY JUNE 4</b>	Bring research on company/organization and undesired position to class Read 52-63 Discuss resume and application letters in class Pp. 186-196

<b>TUESDAY JUNE 5</b>	Bring a resume and letter of application draft to class Lecture: pp. 196-202
<b>WEDNESDAY JUNE 6</b>	Discuss Grammar pp. 202-210
<b>THURSDAY JUNE 7</b>	Writing Assignment #3 due Resume and cover letter due (this is to be sent) Research topic for Recommendation Report pp. 70-71 – Bring rough outline to class on Monday
<b>MONDAY JUNE 11</b>	<ul style="list-style-type: none"> <li>• Should CEO compensation at [industry or company name] be tied to stock performance?</li> <li>• Is Microsoft stock a good buy at its current price of [stock price]?</li> <li>• Should board members of publicly traded companies be held responsible for criminal activities of a company?</li> </ul> <p>Whatever topic you choose, the thesis must be stated as a <b>question</b>. “Should” or “Is” or “Which is the best” are three good ways to state your thesis.</p> <p>Discuss paper topics and available research Read pp. 210-215</p> <p>Report Writing Discussion</p>
<b>TUESDAY JUNE 12</b>	Final Report outline due. This includes thesis, major headings, examples for each major heading, list of sources (these are required) in outline. Lecture: Making presentations pp. 128-142 pp. 218-223
<b>WEDNESDAY JUNE 13</b>	Read Chapter 14 Lecture: Report Strategy and Format APA p. 156
<b>THURSDAY JUNE 14</b>	Lecture: Catching up day Graphics needed for report
<b>MONDAY JUNE 18</b>	Writing Assignment #5: Persuasive proposal due Discuss PowerPoint presentations Lecture: Creating lively presentations
<b>TUESDAY JUNE 19</b>	<b>Presentations</b>
<b>WEDNESDAY JUNE 20</b>	
<b>THURSDAY JUNE 21</b>	
	Wrap Up

You are expected to provide feedback for presentations. If you miss presentations, your grade for participation will be lowered **one** grade per day missed.