

MANAGERIAL COMMUNICATION

COURSES

BARGAINING AND NEGOTIATION

This course examines the management of change – specifically negotiation, problem-solving and interpersonal influence. Of central concern are conflict resolution strategies and skills.

COMMUNICATION IN THE GLOBAL WORKPLACE

Successful managers in a global workplace must recognize and work with local cultural forms and practices at odds with what were once simply practical, instrumental and rational propositions of organization, technology and economics. This course seeks to foster an awareness and understanding of cultural perspectives, values and communication styles and show their relevance to conducting business globally.

COMMUNICATION IN THE MARKETPLACE

This course provides an introduction to the marketing communication process. Emphasis is placed on establishing communication objectives, identifying target audiences and executing communication plans through direct and interactive media. The underlying theme of the course is consumer orientation.

COMMUNICATION, STRATEGY AND PLANNING

This course covers the basics of strategic business and communication planning, competitive analysis and long-range and short-range goal setting. Students learn to recognize and solve problems in the implementation of strategic plans, including communication issues, accountability and measurement.

CULTURE, CREDIBILITY AND ORGANIZATIONS

Credibility is regarded by most scholars as a key but elusive element in successful management. It is even more important during periods of rapid change and uncertainty. This course focuses on how managers must negotiate their credibility under the pressure of three large-scale socioeconomic forces: globalization, a multicultural/gendered workforce and information technology.

ORGANIZATION BEHAVIOR

Motivation, job attitudes and emotions are critical elements in an organization's culture. Similarly, organizational networks, teams, feedback loops and other influence processes impact managerial and leadership effectiveness. This course examines essential theories in the context of organization case studies and activities.

LEADERSHIP AND DECISION MAKING

This course investigates how individuals influence group decisions. Students are videotaped in decision-making interactions in order to assess and improve their leadership and analytical thinking skills in groups.

PERSPECTIVES ON HUMAN COMMUNICATION

This introductory course surveys interpersonal, small-group and organizational communication theories, bringing students up-to-date on recent theories that will be useful in subsequent courses as well as in professional situations. Students develop the ability to read and analyze communication research and to apply it to their own organization situations.

POWER AND THE WRITTEN WORD

This course is an exploration of the ways in which the written word can be more effectively used to exert influence and to exercise power – bringing together a variety of disciplines including rhetorical analysis, leadership theory, composition, speechwriting and public speaking. The goal is to help students understand how the beliefs and behaviors of decision-makers and publics can be influenced by effective writing.

PUBLIC COMMUNICATION AND CRISIS MANAGEMENT

This course focuses on the relationships between organizations and their various publics: media, stockholders and special-interest groups. Student presentations are videotaped and then critiqued in terms of images, values and attitudes communicated. The course also analyzes crisis-management techniques.

RESEARCH PLANNING AND DECISION MAKING

Many organizations use information gathered by surveys and other social scientific research. This course focuses on the design of surveys, experiments and case studies that students can use to address communication issues in their own organizations. The objective is to create informed consumers of research.

STRATEGIES OF PERSUASION AND RESISTANCE

This course is a pragmatic overview of persuasion theory, addressing questions about influences on behavior in such contexts as marketing, advertising and legal campaigns. Using organizational issues that students, their companies and society as a whole are currently facing, the class focuses on analysis of attitudinal and behavioral change.

MASTERS PROJECT PRACTICUM

This 10-week project brings students into a team-based approach in which they make use of the skills accumulated over the previous two years to solve a complex problem faced by an existing business. At the end of the term the teams come together to present their work to fellow classmates and faculty.

