

**Class Overview**

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| **General Class Information**  *All fields must be completed and posted in UVaCollab and World Viewable in SIS no later than two weeks prior to registration.* | | | | | | | | |
| **Subject Area &**  **Catalog Number** | NCBM 238-701 | **Class Title** | INTERNAL COMMUNICATIONS | | | | |
| **Credit Type** | **Undergraduate**  **Graduate** | | **Credit**  **Noncredit** | | **Delivery Method** | **P (In-Person)**  **CI (Classroom/Internet)**  **WB (Web-Based)** | |
| **Re-licensure**  **Re-certification Points** |  | | | **Approval Date**  *(For internal use only)* | | |  | |

1. **Class Description (Use the SIS 400 characters from catalog description)**

THIS COURSE WILL GIVE STUDENTS A COMPREHENSIVE VIEW OF THE ROLE, SCOPE, AND IMPORTANCE OF A POWERFUL INTERNAL (OR “EMPLOYEE”) COMMUNICATIONS PROGRAM. THE VARIOUS CHANNELS OF BUSINESS COMMUNICATION ARE COVERED, AND SPECIFIC STRATEGIES FOR CHANGE IN THE CORPORATE ENVIRONMENT WILL BE STUDIED. THIS COURSE IDENTIFIES BARRIERS TO, AND DEVELOPS SKILLS FOR, EFFECTIVE AND SUCCINCT COMMUNICATION IN THE WORKPLACE.

1. **Learning Outcomes**
2. • UNDERSTAND AND APPLY THE ROLE OF COMMUNICATION WITHIN AN ORGANIZATION
3. • RESEARCH AND ANALYZE EXISTING INTERNAL COMMUNICATIONS
4. • DEFINE AND EXECUTE A MOCK INTERNAL COMMUNICATIONS PLAN AROUND CHANGE, CRISIS, OR ORGANIZATIONAL DESIGN
5. • UNDERSTAND AND DEMONSTRATE THE USE OF WRITING TECHNIQUES THAT ADDRESS COMMUNICATION GOALS AND CONSIDER THE AUDIENCE
6. • UNDERSTAND HOW TO USE A VARIETY OF COMMUNICATIONS CHANNELS EFFECTIVELY AND EFFICIENTLY

• DEVELOP INTERPERSONAL SKILLS AND AWARENESS THAT CONTRIBUTE TO EFFECTIVE WORKPLACE INTERACTIONS

1. **Assessment Components**

PARTICIPATION, WEEKLY ASSIGNMENTS, FINAL PROJECT PLAN, FINAL PROJECT PLAN DELIVERABLES

1. **Required Text (include ISBN, specific edition)**
2. CORPORATE CONVERSATIONS, SHEL HOLTZ, ISBN-10: 0814407706 ISBN-13: 978-0814407707 (HARDBACK, PAPERBACK, OR ELECTRONIC VERSION IS OKAY!)
3. **Required Additional Resources and Technical Components**

ADDITIONAL READING AS ASSIGNED, INCLUDING ARTICLES, CASE STUDIES, CARTOONS, AND CHAPTERS FROM SOURCES INCLUDING BUT NOT LIMITED TO BUSINESS WEEK, THE NEW YORK TIMES, WORDS THAT WORK, BRAND FROM THE INSIDE, ALPHABET JUICE, AND MORE (ALL PROVIDED BY INSTRUCTOR)

1. **Other Class Expectations (for Classroom/Internet and Web-Based classes, specify any live (synchronous) meetings dates, times, delivery mode)**
2. STUDENTS ARE EXPECTED TO COMPLETE ALL ASSIGNED READINGS AND PARTICIPATE IN ALL DISCUSSIONS. IF YOU MUST MISS A WEEK OR A DISCUSSION, PLEASE ADVISE INSTRUCTOR IN ADVANCE, AND PREPARE A RECOMMENDATION FOR HOW TO MAKE UP FOR YOUR "ABSENCE." WORK IS DUE WHEN SCHEDULED, EVEN IF YOU ARE OUT OF TOWN OR NOT ABLE TO PARTICIPATE FOR SOME REASON. FAILURE TO MEET DEADLINES MAY RESULT IN A REDUCED GRADE.
3. STUDENTS SHOULD BE PREPARED TO SPEND SEVERAL HOURS PER WEEK ON READING AND WRITING ASSIGNMENTS. TO PREPARE FOR EACH CLASS, STUDENTS SHOULD STUDY ASSIGNED CHAPTERS IN THE SHEL HOLTZ TEXT AND COMPLETE OTHER DESIGNATED ASSIGNMENTS. EACH STUDENT IS EXPECTED TO PARTICIPATE IN DISCUSSIONS AND EXERCISES—AFTER ALL, INTERACTION IS WHAT MAKES LEARNING MEANINGFUL.
4. DEPENDING ON THE SIZE OF OUR CLASS AND WHERE EVERYONE LIVES, WE MAY SCHEDULE ONE OR MORE IN-PERSON SESSIONS. STUDENTS WHO ARE BASED OUTSIDE THE DC METRO AREA, OR ARE UNABLE TO ATTEND FOR SOME REASON, WILL NOT BE PENALIZED.