

**MGTR3322.001 – Management Communication
SPRING 2024
Course Syllabus**



Instructor:	Thomas L. Matula, Ph.D.
Office Hours:	Thursday & Friday 10:00 AM to 3:00 PM
Office Location:	A108 Uvalde Center
Telephone:	830.407.9178
Email Address:	Thomas.Matula@sulross.edu
Class Schedule:	Web Course
Classroom Location:	Blackboard
Required Texts:	1. <i>“Excellence in Business Communication”</i> by Courtland L. Bovee and John V. Thill 14th edition ISBN: 978-0137868452 2. <i>“Writing That Works: How to Communicate Effectively in Business”</i> by Kenneth Roman and Joel Raphaelson, Collins Reference; 3rd revised edition, ISBN-13 978-0060956431

Section I. Introduction



QEP MAPPED COURSE The application of communication models and principals within organizations including leadership, coordination, control, and teams.

Section II. Course Design: Communication Infused

To be successful in college and beyond, many sources (e.g., Morrealle & Pearson, 2008) indicate that communication competencies are essential. Sul Ross recognizes that the current generation of undergraduate university students should receive training to navigate a global world as competent communicators in various contexts and channels of communication.

Through our Quality Enhancement Plan (QEP) called *Compass*, Sul Ross aims to equip you to navigate excellence in the 21st century by developing your communication skills across multiple courses. This [insert program/discipline/course name] course is designed to enhance your communication skills. Therefore, this course has the following QEP Student Learning Outcome:



Section III. QEP Student Learning Outcome

QEP SLO: The student will create works that exhibit skill in prepared and purposeful communication (written, oral or visual).

Section IV. Course Objectives

- Demonstrate the ability to research and write effectively.
Assessment: Written assignments, class discussion and final report.
- Demonstrate the effective oral communication skills to an audience
Assessment: Class presentations
- Demonstrate the ability communicate using visuals tools.
Assessment: Class presentations, and final report

Student Learning Outcomes for the BBA Degree:

1. The students will analyze and solve business problems across major business functions, using fundamental business principles and strategies.
2. The students will communicate business information through written, oral, and other delivery processes.
3. The students will identify and understand the impact of ethical and social responsibility issues in business.

Section V. Student Learning Outcomes

SLO 1 Students will be able to analyze and solve business problems across major business functions, using fundamental business principles and strategies.

SLO 2 Students will be able to communicate about contemporary business related topics.

SLO 3 Students will be able to comprehend the impact of ethical and social responsibility in business.

Section VI. Marketable Skills

Marketable Skill 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

Marketable Skill 2: Students will have the ability to use research and analysis to make informed decisions.

Marketable Skill 3: Students will have the ability to write business letters, emails, resumes and reports

Marketable Skill 4: Students will have the ability to make effective oral presentations to both professional and general audience.

Section VII. Course Requirements and Grading

Requirement	Points Possible	Grading Scale
Weekly Discussion Posts	450 points	Entire Course A = 895-1000 B = 795-894 C = 695-794 D = 595-694 F = < 595
Report Proposal	50 points	
Proposal Presentation	50 points	
Cover Letter/Resume	50 points	
Brand History Essay	100 points	
Brand History Presentation	100 points	
Report Presentation	100 points	
Final Report	100 points	
Possible Points	1000 points	

Section VIII. Course Assignments

Weekly Discussion Posts: Students are expected to take part in the weekly discussion threads

Report Proposal: Students will submit a 2-3 page proposal for the report topic

Proposal Presentation: Students will make a digital presentation to the class of their proposal

Brand History Essay: Students will write a 2-3 page essay on their favorite brand

Report Outline: Students will produce an annotated outline of their final report

Brand History Presentation: Students will make a digital presentation of the history of a brand of their favorite brand

Report Presentation: Students will make a digital presentation to the class of their final report

Final Report: Students will submit a detailed 10-20 page report on a topic of their selection.

Section IX. Policies

Attendance.

Students are expected to be posting in the discussion board each week to demonstrate their attendance.

Classroom Demeanor.

Students are expected to be respectful and professional in their discussion board posts and their presentations. Students should demonstrate good etiquette and manners towards other students.

Academic Integrity. Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden.

Grading.

Grades for written assignments, presentations and discussion boards will be posted in Blackboard within 1 week of the due. The feedback on the assignment will be posted in Blackboard.

Late Work.

Late work will be accepted with a 10% penalty. No assignments will be accepted after the course ends on

Section X. Notes on University Programs and Services

ADA Statement: SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartze Grisham, LPC, SRSU's Accessibility Services Director at 432-837-8203 or email mschwartz@sulross.edu. Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine, Texas, 79832.

Counseling: Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/356 support by visiting [Timelycare/SRSU](https://www.timelycare.com/). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

Libraries: The Bryan Wildenthal Memorial Library in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu/. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu.

New for Fall 2023: Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

SRSU Distance Education Statement.

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website.

Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login.

Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

Technical Support. SRSU 24/7 Blackboard Technical Support: Toll Free: 888.837.6055.

Email: blackboardsupport@sulross.edu

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

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Schedule for MGTR3322 – Spring 2024

(This calendar is subject to change)

Week	Topic	Readings
Jan. 17	Communicating in Today's Workplace,	Textbook: Chapters 1 & 2
Jan. 22	Communication Etiquette and Cultural Skills.	Textbook: Chapters 3 & 4
Jan. 29	Business Writing Basics Report Proposal Due: February 4, 2024	Textbook: Chapters 12 & 13 "Writing that Works" Book
Feb. 5	Designing Presentations Report Proposal Presentations Due February 11, 2024	Textbook: Chapter 14
Feb. 12	Report Presentation Discussion	None
Feb. 19	Resumes and Cover Letters Cover Letter/Resume Due February 25, 2024	Textbook: Chapters 15 & 16
Feb. 26	Writing Process: Research, Organize, Compose, Analyze Brand History Essay Due March 3, 2024	Textbook: Chapters 9 & 10 "Writing that Works" Book
Mar. 4	Writing Process: Anticipate, Adapt, Revise, Proofread, Evaluate Presentation – Brand History Presentations March 10, 2024	Textbook: Chapter 11
Mar. 11	SPRING BREAK	
Mar. 18	Presenting the Report	None
Mar. 25	Business Letters, E-mail Messages and Memos,	Textbook: Chapters 5, 6, & 7
Apr. 1	Remote Work Basics	None
Apr. 8	Virtual Meetings Etiquette	None
Apr. 15	Social Media, Blogs, LinkedIn, Personal Image Online Report Presentation Due April 21, 2024	Textbook: Chapter 8
Apr. 22	Report Presentation Discussion	None
Apr. 29	Report Presentation Discussion	None
May 6	Final Report Due Monday, May 6, 2024	