

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



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<b>Office Hours:</b>	Monday & Thursday 1:00 PM to 5:00 PM
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<b>Email Address:</b>	Thomas.Matula@sulross.edu
<b>Class Schedule:</b>	Monday 6:00 to 8:45 PM Face to Face
<b>Classroom Location:</b>	Blackboard
<b>Required Texts:</b>	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 21<sup>st</sup> 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*

### 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 [QEP] 	100 points	
Brand History Presentation [QEP] 	100 points	
Report Presentation	100 points	
Final Report	100 points	
<b>Possible Points</b>	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 Schwartz Grisham, LPC, SRSU's Accessibility Services Director at 432-837-8203 or email [mschwartz@sulross.edu](mailto: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/sulross). 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/](http://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](mailto: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/](http://library.sulross.edu/find-and-borrow/texshare/) or ask a librarian by emailing [srsulibrary@sulross.edu](mailto: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](mailto: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.

### **Diversity Statement**

"I aim to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, socioeconomic class, age, nationality, etc.). I also understand that the crisis of COVID, economic disparity, and health concerns, or even unexpected life events could impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my

commitment to you and to the mission of Sul Ross State University to create an inclusive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.”

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## Schedule for MGTR3322 – Fall 2024

(This calendar is subject to change)

Date	Topic	Readings
Aug. 26	What is QEP - Communicating in Today's Workplace,	Textbook: Chapters 1 - 4
Sept. 2	No Class - Labor Day Holiday	
Sept. 9	Business Writing Basics <b>Report Proposal Due: Sept. 9, 2024</b>	Textbook: Chapters 12 & 13 "Writing that Works" Book
Sept. 16	Designing Presentations	Textbook: Chapter 14
Sept. 23	<b>Report Proposal Presentations in Class</b>	None
Sept. 30	Resumes and Cover Letters <b>Cover Letter/Resume Due Sept. 30, 2024</b>	Textbook: Chapters 15 & 16
Oct. 7	Writing Process: Research, Organize, Compose, Analyze <b>Brand History Essay Due Oct. 17, 2024</b>	Textbook: Chapters 9 - 11 "Writing that Works" Book
Oct. 14	<b>Brand History Presentations Due in Class</b>	
Oct. 21	Presenting the Report	None
Oct. 28	Business Letters, E-mail Messages and Memos,	Textbook: Chapters 5, 6, & 7
Nov. 4	Remote Work I	None
Nov. 11	Remote Work II	None
Nov. 18	Social Media, Blogs, LinkedIn, Personal Image Online	Textbook: Chapter 8
Nov. 27	<b>Report Presentations Due in Class</b>	None
Dec. 4	<b>Report Presentations Due in Class</b>	None
Dec. 11	<b>Final Report Due Monday, Dec. 10, 2024</b>	None