

MGTA/R 5316: Business Communication and Influence

Rio Grande College of Business

Fall 2025

Faculty Information

Dr. Luke Bailey

Office Hours: Open Door – allow for 1-2 business days to respond

Contact Information: Email and see course shell for additional contact information

Course Description

This course provides students with a comprehensive knowledge of communication principles in today's largely digital, social, and mobile workplace. Not only will students learn the art of effective communication, but they will also learn how to communicate in a variety of environments using a variety of mediums, including professional presentations that allow managers to convey their wants and needs effectively.

Course Materials

Wrench, J.S., Punyanunt-Carter, N., & Ward Sr., M. (2023). *Organizational communication: Theory, research, practice v2.0*. Flatworld. ISBN: 978-1-4533-4055-4

Program Student Learning Outcomes

- PO1: Apply contemporary management theories and practices to create strategies to solve complex business problems.
- PO2: Analyze market trends and leadership approaches to identify opportunities for innovation and growth within an organization.
- PO3: Evaluate talent management and development practices to assess their alignment with organizational objectives and growth strategies.
- PO4: Employ advanced communication strategies and influence techniques to drive the organizations goals and change management. (MGTA 5316)
- PO5: Create comprehensive business strategies that incorporate global considerations and digital systems.

Course Student Learning Outcomes

- CO.1: Design an introductory communication strategy that establishes leadership presence, clarifies goals, and demonstrates credibility within a new organizational role.
- CO.2: Construct a communication team framework that defines essential roles, explains their significance, and outlines mechanisms for interdepartmental collaboration.
- CO.3: Select a communication technology and formulate an implementation plan that justifies the choice, addresses adoption challenges, and provides a realistic rollout timeline.
- CO.4: Develop a crisis communication plan that delivers consistent messaging to both internal and external stakeholders while maintaining trust and organizational stability.
- CO.5: Create a merger communication strategy that gauges employee attitudes, analyzes feedback, and crafts persuasive messages to reduce resistance and support cultural integration. (PO4). (Assignment: Final Project)

Marketable Skills

Students completing the program will be able to:

- Formulate and implement effective strategies to achieve organizational objectives.
- Analyze market trends to identify opportunities for innovation, growth, and competitive positioning.
- Evaluate workforce capabilities to align talent strategies with business goals.
- Lead change management efforts by communicating vision, urgency, and benefits effectively.
- Evaluate emerging technologies for strategic fit and competitive advantage in a global environment.

Course Assignments and Grading

(Standardized)

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Discussions	20%
Design Your Team	20%
Selecting and Implementing a New Communication Technology	20%
Crisis Communication Plan	20%
Merger Communication Strategy	20%
TOTAL	100%

Late Assignment Statement: No late assignments will be accepted without the express permission of the professor. Assignments will not be accepted after the last class day of the semester.

Design Your Team (20% of Final Grade)

Role-playing as an Executive Director of Communications for a fictional company, students build a plan for a communication team. This plan will include an in-depth description of roles aligned with organizational objectives, collaboration guidelines, and a 90-day timeline for rollout.

Selecting and Implementing a New Communication Technology (20% of Final Grade)

Continuing to role-play, students develop a strategic plan for selecting and implementing a new communication technology at the fictional company. This plan includes a justification for the technology, an employee buy-in plan, an employee training and integration plan, and a detailed implementation timeline in a presentation to executive staff.

Crisis Communication Plan (20% of Final Grade)

Still in their role as the Executive Director of Communications, students create a crisis management plan to handle a crisis for the company. The plan will include a public relations strategy, internal communication plan, and recovery messaging.

Merger Communication Strategy (20% of Final Grade)

As Executive Director of Communications, students develop a quantitative/qualitative plan to gather feedback from employees regarding a potential merger, then develop a persuasive communication plan for the potential merger for presentation to the executive staff.

Discussions (20% of Final Grade)

The professor will determine a set of activities that support the outcomes and assignments of the class. These activities may include a variety of activities, including (but not limited to) team activities, discussions, participation/attendance, peer reviews, student reflections, and learning checks to be completed online and/or in class. Descriptions are provided by the professor in the course.

Course Schedule (editable)

Module	Key Topics & Assignments	Readings
1	<p>Foundations of Organizational Communication</p> <p>Due:</p> <ul style="list-style-type: none"> • Discussion: Introductions 	<p>Wrench, J.S., Punyanunt-Carter, N., & Ward Sr., M. (2023). <i>Organizational communication: Theory, research, practice v2.0</i>. Flatworld.</p> <ul style="list-style-type: none"> • Chapter 1 • Chapter 2 <p>Module Notes</p>
2	<p>From Hierarchies to Complex Realities</p> <p>Due:</p> <ul style="list-style-type: none"> • Discussion: Putting Theory into Action 	<p>Wrench, et al. 2023</p> <ul style="list-style-type: none"> • Chapter 3 • Chapter 4 <p>Module Notes</p>
3	<p>Inside the Organization</p> <p>Due:</p> <ul style="list-style-type: none"> • Assignment: Design Your Team 	<p>Wrench, et al. 2023</p> <ul style="list-style-type: none"> • Chapter 5 • Chapter 6 • Chapter 7 <p>Module Notes</p>
4	<p>Identity, Collaboration, and the Employee Journey</p> <p>Due:</p> <ul style="list-style-type: none"> • Discussion: Cohesion Challenges in a Hybrid Team 	<p>Wrench, et al. 2023</p> <ul style="list-style-type: none"> • Chapter 8 • Chapter 9 • Chapter 10 <p>Module Notes</p>
5	<p>Technology, Tension, and Toxicity</p> <p>Due:</p> <ul style="list-style-type: none"> • Assignment: Selecting and Implementing a New Communication Technology 	<p>Wrench, et al. 2023</p> <ul style="list-style-type: none"> • Chapter 11 • Chapter 12 • Chapter 13

		Module Notes
6	The Manager's Voice Due: <ul style="list-style-type: none"> • Discussion: Your Press Release/Public Statement • Assignment: Crisis Communication Plan 	Module Notes
7	Beyond the Walls Due: <ul style="list-style-type: none"> • Assignment: Merger Communication Strategy 	Wrench, et al. 2023 <ul style="list-style-type: none"> • Chapter 14 • Chapter 15 Module Notes
8	Your Final Communication Due: <ul style="list-style-type: none"> • Discussion: Your Final Reflection 	Module Notes

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, or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email mschwartz@sulross.edu or ronnie.harris@sulross.edu. RGC students can also contact Alejandra Valdez at 830-758-5006 or email alejandra.valdez@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.

Student Responsibilities Statement

All full-time and part-time students are responsible for familiarizing themselves with the [Student Handbook](#) and the [Undergraduate & Graduate Catalog](#) and for abiding by the [University rules and regulations](#). Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

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 a 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.

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 24/7/365 support by visiting [Timelycare/SRSU](#). 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 and Archives of the Big Bend in Alpine offer 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.

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), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

Academic Integrity

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as 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. Students should also avoid using open AI sources ***unless permission is expressly given*** for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

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.

Supportive Statement

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may 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 a supportive 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.