

COMM 581
WKU Web Course

APPLIED ORGANIZATIONAL COMMUNICATION

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On-campus or online meeting is available
by appointment.

Course Description:

This course investigates the significant roles of communication in a variety of organizational contexts. Applying important communication theories, concepts, and research findings to the complex nature of organizational communication, we will consider effective communication in diverse contexts at the individual, group, and organizational levels.

Course Objectives:

Upon successful completion of this course, students should be able to:

- explain important theories, concepts, and research findings relating to organizational communication.
- develop application/practical skills by applying theories, concepts, and research findings to various organizational communication issues.
- evaluate communication-related issues in organizations and provide recommendations.

Required Resources:

- Frequent Access to Blackboard (BB). **COMM581: Applied Organizational Communication**
- Required Textbook:
 - Dainton, M., & Zelle, E. D. (2019). *Applying communication theory for professional life*. (4th ed.). Thousand Oaks, CA: Sage. ISBN: 978-1-5063-1547-8
 - Please make sure to obtain this latest edition (4th edition).
 - Additional readings are posted on Blackboard.

If you are not familiar with APA style, please obtain:

American Psychological Association. (2010). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: Author. [APA]
ISBN: 978-1433805615

Course Requirements

The course grade will be determined by the performance on the following:

Class Discussions (2)	10%	A = 90% and above
Case Study	15%	B = 80 – 89%
Application Papers (3)	45%	C = 70 – 79%
Organizational Analysis	30%	D = 60 – 69%
		F = 59% and below
Total	100%	

Class Discussions: Discussions with classmates will enhance student perspectives by exchanging their views. Please make sure to demonstrate your knowledge on reading materials. The detailed instructions are posted on Blackboard.

Case Study: This assignment develops application skills by applying a theory/concept to a particular case and conduct an analysis. The detailed instructions are posted on Blackboard.

Application Papers: These short paper assignments are to put communication theories into practice and to develop application skills. The detailed instructions are posted on Blackboard.

Organizational Analysis: This final project is to conduct an extensive analysis of communication-related issues of an organization. Applying theories and/or research findings to actual communication within an organization, evaluate them, and provide your recommendations for improvement. The detailed instructions are posted on Blackboard.

About Assignments:

All written assignments must conform to the 6th edition of APA (American Psychological Association) style.

Technical Assistance

If you are experiencing technical difficulties with Blackboard, call WKU's IT Help Desk (270-745-7000) immediately.

Academic Integrity

WKU and the Department of Communication are committed to the highest standards of ethical conduct and academic excellence. Issues of academic misconduct include a range of offenses including: copying the work of other students, plagiarizing other sources by incorrectly citing sources, presenting someone's information as your own without crediting the source, incorrectly citing primary sources from a secondary source, submitting copied work previously submitted for another course, etc. To protect yourself, make sure to master APA style.

Students with Disabilities

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Academic Assistance

The Student Resource Center provides free services for online learners including Online Writing Center and Online Tutoring. Please visit: <http://wku.edu/online/src/>.

Other Important Notes

- Students are responsible for all information, announcements, and changes announced on Blackboard.
- The instructor reserves the right to alter the syllabus during the semester, if necessary.
- If you have questions and/or concerns about any assignments, please do not hesitate to contact the instructor. I can be best reached by email during the course. On-campus meeting and/or video conferencing will be also available by appointment.
- Please make sure to have access your wku email account during the course.