

# **COMM 330: Leadership Communication**

## **Summer 2022**

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### **Introduction:**

Studies show a direct correlation between communication and leadership. Leadership Communication was designed to introduce you to professional communication, which cuts across all disciplines, and to help you become a better leader by developing your own communication abilities and by understanding the role of communication inside and outside an organization. The course will tell you how to communicate effectively with various audiences. You will have the opportunity to develop your written, oral, interpersonal and computer mediated skills while developing an understanding of leadership communication in different contexts.

### **Text:**

Leadership: A Communication Perspective 7<sup>th</sup> edition, Michael Z. Hackman and Craig E. Johnson

### **Course Objectives:**

Analyze audiences and develop and format messages specific to them  
Communicate appropriately with diverse audiences  
Recognize and exemplify communication ethics  
Project a positive ethos and display emotional intelligence and interpersonal skills

### **Email and Your Professor:**

I only respond to emails sent to [Charlotte.Elder@wku.edu](mailto:Charlotte.Elder@wku.edu). Emails should be professional. I will attempt to reply to your email within 48 hours of receipt of the email but I reserve the right to ignore emails that are not professional, that are redundant, that ask me if you 'missed anything important in class', that can be answered by reading the syllabus or ask me to 'fill you in on what you missed during an absence'.

## Assignments:

**Myers Briggs** (20 pts) Complete the Myers Briggs assessment. Complete a 2 page summary of your personal Myers Briggs Personality type including: strengths, weakness, potential careers and any additional insight you discovered about yourself. You MAY use academic information found on other web sites to help you complete this assignment.

**Emotional Equivalence** (40 pts) EQ Quiz and email me your individual results. Submit the results of your EQ quiz to the instructor as well as a journal response. Rubric will be provided by the instructor.

**Comparative Analysis** (50 pts) Analyze two contemporary leaders in the same field that approach communication in different ways. The analysis should be between 800 – 1,000 words and be supported with citations from class readings and additional, out of class research. If the leaders you choose are not public figures for whom a body or work is generally available on line you must provide the instructor with samples of their communication style. You may select someone generally recognized as a leader in business, religion, politics, not for profit, celebrity or a historical figure. Examine verbal and nonverbal communication, along with the historical context within which the event occurred.

**About Me Paper** (50 pts) This assignment provides students with an opportunity to review the materials covered in class and respond to what they have discovered about their own leadership communication strengths and weaknesses.

**Journal Entries** (5 Journals – 10 points each) Students will submit a minimum of 10 journal entries responding to a prompt provided by the instructor. All journal entries should be typed, single spaced, 12 point font and be no less than 300 words. Responses should be directly related to the prompt but are otherwise ‘open’ to the student. (In other words, much like a personal journal, COMM 330 journal entries an opportunity for students to express their opinions and thoughts.)

Credit will be assessed as follows: 1) Journal turned in on time 2) Student responds to the prompt 3) Student gives his or her best effort

**Discussion Boards** (6 Discussion Boards - 10 points each) Students will respond to discussion boards as they are posted and reply other students in each discussion board. Discussion board prompts will be embedded in the daily class lecture.

**Textbook Readings & Outlines** Each chapter of the text contains assessments that

will be assigned as part of the reading. Students are expected to complete the assessments, therefore purchasing the book is required.

**Leadership Paper** (50 points) The Leadership paper will apply the activities, learning opportunities, journals, text material and lectures throughout the semester to a modern leader. Rubric will be provided by instructor.

The Leadership Communication Course will follow a ‘flex schedule’ meaning you may complete *most* assignments at your own pace. I will upload a few items for you to complete by specific dates, but most assignments will be due the last day of the course. All rubrics will be available the second day of the course, at that point it will be possible for students to work at their own pace, fast or slow. There will be a few assignments that include a due date then it is expected that the work be completed by the expected due date, late work on those particular assignments will not be accepted.