

CMST 4101 ONLINE: Organizational Communication
Course Syllabus
Spring 2014

CMST 4101: Section 1

Professor: Dr. Ashley Jones-Bodie

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Office: 226 Coates Hall, 8-6726 (phone)

Office Hours: on campus Tues 12:30-1:30,
online via e-mail Tuesday 1:30 - 2:30 p.m. for immediate responses,
or by appointment

Required Textbooks:

Miller, Katherine (2012). *Organizational Communication: Approaches and Processes* (6th ed.). Boston, MA: Wadsworth Cengage Learning. ISBN: 978-0-495-56551-2

*Other class readings will be posted on Moodle

Course Overview & Objectives:

Communication is central to organizations. It can enable organizational members to persuade, motivate, manipulate, insult, lead, facilitate, and it may enhance or undermine relationships. Communication is also central to organizational processes such as decision-making, teamwork, turnover, the diffusion of innovations, and member loyalty. The purpose of this course is to augment your understanding of the relationship between communication and organizations (e.g., for-profit companies, political parties, voluntary associations, and nonprofit groups). Specifically, through this course, you will be given the opportunity to: 1) develop a strong basic vocabulary and understanding of concepts related to organizational communication; 2) examine how communication functions within and between organizations; 3) become familiar with the historical, current, and future functions within and between organizations; 4) gain practice applying theoretical perspectives and concepts to organizational situations and settings; and 5) reflect on your own communicative experiences in organizations.

In order to succeed in CMST 4101, you will be required to work; it's that simple. Each week will require preparation on your part. As many before me have said, *think of this class as your job*. With any job that you intend to keep, you prepare, remain organized with projects and deadlines, and make your best effort while on the job. If you keep this attitude and a positive outlook during the semester, it will help make this a good experience for you.

Course Policies:

Course Communication:

I will use two modes of communication to keep in touch with you this semester:

- 1) the Moodle course page and
- 2) weekly e-mails via your assigned LSU e-mail account.

The Moodle course page for CMST 4101 is THE LOCATION to find all assigned weekly readings, audio lectures/lecture notes, assignments, and case study paper information for this course.

You will also find an **FAQ** (Frequently and Not-So-Frequently Asked Questions) section on the Moodle course page where I will post all course questions from students and my responses. Check here if you have questions

about assignment instructions or concepts, etc., to see if another student has already asked the same thing. Then, e-mail me your question if you don't see the answer.

Assignments & Participation:

Your participation in weekly readings and assignments for the course is expected. In order to do well in this course, you will be responsible for keeping track of all weekly readings, audio lectures/lecture notes, assignments, and case study papers.

All course assignments will be submitted through an assignment link on the Moodle course page. All deadlines for assignments will be posted on the main moodle page and in the assignment links.

In order to actively participate and prepare for class, you will need to check Moodle and your LSU assigned e-mail for announcements and updated class assignments.

Format for Assignments and Class Research:

All uploaded assignments (i.e. your weekly papers and Case Study assignments) should be created as **Word documents** and should **include line numbering** for the entire document. To create line numbering in Word documents, go to the **Page Layout** tab, in the **Page Setup** group, and click **Line Numbers**. (You do not need to type in numbers for each line. Word will do it for you.) For the few assignments where you enter a short response into a Moodle textbox instead of uploading a Word document, you do not need to include line numbers.

When citing references, you should use **APA style** (Sample citation formats can be found online; a good resource is Purdue's Online Writing Lab - OWL). In addition, all weekly papers and Case Study assignments also should be edited for both style (including grammar and punctuation) and content. Points will be deducted for not following these guidelines.

Late Work:

All assignments in this course will be given a deadline in the Moodle assignment link. The assignment link for submission will NOT accept documents after the deadline.

Did you read that? You cannot submit assignments after the deadline has passed (even if it is just a minute past the deadline!). Be prepared. Submit early.

Unless *prior* arrangements have been made with the professor, **e-mailed work will not be accepted**. You can submit work as early as you would like through the Moodle link once it has been assigned.

Just as with any other job, you would certainly make every effort to contact your co-workers or boss if extenuating circumstances prevented you from meeting an important deadline. The same should be true for this class. *Prior arrangements must be made with the professor if extenuating circumstances prevent you from meeting an important deadline.* If prior arrangements have been made, a penalty of 5% will be assessed to any late work.

If you miss work due to a university approved absence, you will be responsible for coordinating make-up work and should make every effort to make arrangements *before* the absence when possible. If a student is absent the day an assignment is due and has not made prior arrangements with the instructor, any missed work will be considered late and will not be accepted.

Grade Appeals:

If you feel an error has been made in the grading of an assignment and would like to have the grade reviewed, you should submit a typed statement explaining the reason for the review to me (ajb@lsu.edu) within one week of receiving the graded assignment.

Grading:

This class will be based on a system of 1000 points:

Participation Assignments	50 points
Media Assignment	80 points
Weekly Reading Response Papers & Quizzes	300 points
Test 1	120 points
Test 2	150 points
Case Study 1: Analysis Paper	100 points
Case Study 2: Final Project	200 points

Weekly Reading Response Papers and/or Quizzes will be due by noon on Friday. You will have the week to review assigned readings and lectures and then answer the response question. Reading Response Papers should be 1 page in length. Each weekly assignment will be worth 30 points.

Media Assignment For this assignment, you will submit a short analysis of a course concept that you see exemplified in a media example. Your media example could be a short video clip [10 minutes or less], an article, a cartoon, a news story, etc. You will either need to be able to provide a link to your example or the actual example included as a photo within your assignment document. The assignment will be submitted as a 1-2 page paper with a brief explanation submitted on the "Org Com Examples – Media Assignment Page" (found at the top of the Moodle course page).

Case Study 2 For Case Study 2 Final Project, you will be required to conduct a 30-45 minute interview with an organizational member of your selection, transcribe and analyze the interview, and prepare an analysis of the interview findings in light of theoretical concepts explored in the course. More detailed instructions for the project will be provided later in the semester.

Your final grade assignment will be based on your total score at the end of the semester.

Final grades will be assigned as follows:	900-1000 points	A
	800-899 points	B
	700-799 points	C
	600-699 points	D
	599 points or less	F

Plagiarism:

Do your own work honorably and well, giving credit to your sources. You are responsible to abide by the LSU policies about academic dishonesty, including but not limited to the following: Do not collaborate on an assignment unless it is expressly allowed; do not let someone else write something and turn it in on your behalf; do not use an outside source without giving credit. Instances of academic dishonesty will have consequences ranging from failure of an assignment to failure of the course and referral to the Dean of Students.

LSU Commitment to Community:

Louisiana State University is an interactive community in which students, faculty, and staff together strive to pursue truth, advance learning, and uphold the highest standards of performance in an academic and social environment. It is a community that fosters individual development and the creation of bonds that transcend the time spent within its gates. To demonstrate my pride in LSU, as a member of its community, I will:

- Accept responsibility for my actions;
- Hold myself and others to the highest standards of academic, personal, and social integrity;
- Practice justice, equality, and compassion in human relations;
- Respect the dignity of all persons and accept individual differences;
- Respect the environment and the rights and property of others and the University;
- Contribute positively to the life of the campus and surrounding community; and

- Use my LSU experience to be an active citizen in an international and interdependent world.

The continued success of LSU depends on the faithful commitment by each community member to these, our basic principles.

ADA Statement:

The Americans with Disabilities Act and the Rehabilitation Act of 1973 ... If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see a Coordinator in the Office for Disability Services (112 Johnston Hall) so that such accommodations may be arranged. After you receive your accommodation letter, please meet with me to discuss the provisions of those accommodations as soon as possible.

Do you have a major?

Business leaders and other professionals recognize the importance of developing communication skills and analysis. Alan Greenspan, for example, stated, "To succeed, you will soon learn, as I did, the importance of a solid foundation in the basics of education – literacy, both verbal and numerical, and communication skills." We hope this course contributes to your success.

To learn more about communication, you may want to major or minor in the Department of Communication Studies. The program explores how people sustain and change, experience, and make sense of the world through symbolic action. Students develop conceptual skills to analyze written, oral, and visual messages. Students gain practical experience in such areas such as public speaking, group decision-making, performance, and film. Such skills are elemental to careers in business, government, law, social services, and the arts.

A major in Communication Studies requires 36 hours including 12 hours of core classes and 12 hours at the 3000 or 4000 level. A minor requires 15 hours with one core class and 6 hours at the 3000 level or above. More information is available at www.lsu.edu/cmst or by contacting our undergraduate advisor Mr. Kent Filbel (kfilli@lsu.edu), whose hours are posted at his office, 135 Coates Hall.

CMST 4101 ONLINE: Fall 2012: Anticipated Semester Schedule

Note: Detailed information for assignments, readings, and discussion topics will be posted on Moodle. You should check Moodle for the official listing of course assignments and readings. The following is the anticipated schedule for the semester.

SEMESTER DATES:

Jan 15 – Jan 17	Course Introduction
Jan 20	MLK HOLIDAY
Jan 21 – Feb 14	Readings, Lectures, & Response Assignments
Feb 14, Friday	*Case Study 1 Paper due
Feb 17 – 28	Readings, Lectures & Response Assignments
March 3-5	MARDI GRAS BREAK
March 5 - 10	Readings, Lectures & Response Assignments
March 11	*Test 1 {On campus, regular classroom}
March 12 – April 11	Readings, Lectures & Response Assignments
April 14 - 18	SPRING BREAK
April 24	*Test 2 {On campus, regular classroom}
April 25 – May 2	Final Readings & Lectures
Monday, May 5	*Case Study 3 Final Project due