

COM 407 Organizational Communication

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite. Junior or Senior Standing

Theory and practice of communication within task-oriented organizations; focus on the interaction of structure, behavior and message; role of communication in organizational change

Reasons for Revision:

(Fall 2005) This course (formerly JBS 407) was last revised in 1983. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

| Student Learning Outcomes: On completion of this course, students will be able to: | Course Content References: | Assessment: |
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| 1. Explain the nature, role and function of communication within organizations | I, II, IV | 1. Exams, papers, applied projects, presentations |
| 2. Research and analyze communication within organizations | I, II, III | 2. Exams, papers, applied projects, presentations |
| 3. Discuss the mutual impact of communication, structure and culture within organizations | III, IV | 3. Exams, papers, applied projects, presentations |
| 4. Distinguish among various management styles and various organizational communication structural options | III, V | 4. Exams, papers, applied projects, presentations |
| 5. Facilitate the development of resources, motivation of staff, and evaluation of programs within organizations | III | 5. Exams, papers, applied projects, presentations |

Course Content:

I. Organization

- A. Definition
- B. Structure
- C. Types
- D. Theoretical models

II. Internal organizational elements

- A. Individual
- B. Structure
- C. Leadership
- D. Technology
- E. Interpersonal relations
- F. Environmental background

III. Communication in Organizations

- A. Role
- B. Theoretical models
- C. Models for intra-organizational communication
- D. Formal v/ informal systems
- E. Structure
- F. Management
- G. Assessment methods
- H. Resources

IV. Organizational patterns of management

- A. Vertical versus horizontal
- B. Hierarchical versus collegial
- C. Centralized versus decentralized
- D. Communication implication of management patterns

V. Venues for Organizational communication

- A. Employee relations
- B. Human resources
- C. Public relations
- D. Corporate communication

Resources:

Classic Scholarship in the Field

Grunig, J. E. (Ed.). (1992). *Excellence in public relations and communication management*. Hillsdale, NJ: Lawrence Erlbaum.

Current Scholarship in the Field

Beitler, M. (2003). *Strategic organizational change*. Greensboro SC: Practitioner Press International.

Burke W.W. (2002). *Organizational change: Theory and practice*. Thousand Oaks CA: Sage.

Clampitt, P.G. (2005). *Communicating for managerial effectiveness* (3rd ed.). Thousand Oaks CA: Sage.

Connor, P.E., Lake, L.K., & Stackman, R.W. (2003). *Managing organizational change* (3rd ed.). Westport CN: Praeger.

Conrad, C., & Poole, M.S. (2002). *Strategic organizational communication*. Fort Worth TX: Harcourt.

Eisenberg, E.M. and Godall, H. L. (2001). *Organizational Communication: Balancing Creativity and Constraint* (3rd ed.). New York: Bedford/St. Martins.

Gronstedt, A. (2000). *The customer century: Lessons from world class companies in integrated marketing and communications*. New York: Routledge.

Jablin, F.M., & Putnam, L.L. (eds.). (2002). *The new handbook of organizational communication*. Thousand Oaks: Sage.

Keyton, J. (2005). *Communicating and organizational structure: A key to understanding work experiences*. Thousand Oaks CA: Sage.

May, S., & Mumby, D.K. (2005). *Engaging organizational communication theory and research*. Thousand Oaks CA: Sage.

Miller, K. (2003). *Organizational communication: Approaches and processes* (3rd ed.). Belmont CA: Wadsworth.

Modaff, D.P., & DeWine, S. (2002). *Organizational communication: Foundations, challenges, and misunderstandings*. Los Angeles: Roxbury.

Taylor, J.R., Groleau, C., Heaton, L., & Van Every, E. (2001). *The Computerization of Work: A Communication Perspective*. Thousand Oaks CA: Sage.

Periodicals

Management Communication Quarterly

Journal of Applied Communication Research

Organizational Behavior and Human Decision Processes

Organizational Communication

Electronic a/or Audiovisual Resources

www.natcom.org – National Communication Association

www.icahdg.org – International Communication Association