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MGMT 645.01: MBA Communication for Business Success

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MANAGEMENT 645 – MBA COMMUNICATION FOR BUSINESS SUCCESS
SECTION 1
FALL 2002

TENTATIVE

2:10 – 3:30 LL13

TENTATIVE

Professor: MaryEllen Campbell
Telephone: 243-6790 – voice mail*
543-4046 – voice mail*

Email: (any time) Maryellen.Campbell@business.umt.edu
Office: GBB 302
Office Hours: Tuesday/Thursday 3:30 – 4:30; Wednesday 10:30 – 11:30
(2nd Wed. of month 10:00 – 10:30)
Other times by appointment. I am on campus every day,
but I ask that you make an appointment since I must plan
time for research, committee work and other faculty
responsibilities that take me away from my office.

*Please leave a message, and I will return your call.

The School's Mission Statement: The faculty and staff of the School of Business Administration at The University of Montana-Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.

Goal: This course is designed to help you become an effective communicator in all types of business situations using diverse communications vehicles.

Course Objective: This course should help you:

1. Package information appropriately for the audience, the purpose and the occasion.
2. Identify ways to reduce conflict in business communications.
3. Create the appropriate communications' strategy for the situation.

Requirements:

1. Business people must meet deadlines. That's why all assignments are due when scheduled. In emergencies relating to health, please call and leave me a message. I will dock a late assignment up to one letter grade per day late.
2. This course should help you become a proactive communicator in your work environment. To help cultivate this habit, you will be evaluated on your contributions to class discussion and to group efforts.

Your final grade will be based upon the following.

1.	Participation	15%
	-class discussion	
	-informal presentations	
	-short assignments	
2.	Two papers	
	-Application	10%
	-Influencing Subordinates (3 pages maximum)	20%
3.	One research report	25%
4.	Two formal presentations of research data	
	-team (oral)	15%
	-individual (written 5 page paper)	15%
	TOTAL	<u>100%</u>

Required Readings

Influence – Robert B. Cialdini, 4th ed.
The Future of Success – Robert B. Reich
Never Wrestle with a Pig – Mark McCormack

Recommended Readings

Sunday NY Times – Business Section
Daily Wall Street Journal – Front Page
Financial Times – For anyone considering an international career

MBA 645 Fall 2002

Mary Ellen Campbell, Professor, Dept. of Marketing-Management

Welcome to Communication for Business Success at The University of Montana. The SOBA is pleased to have you as a part of our graduate student body. The entire graduate Business Administration faculty is dedicated to working with you to achieve your professional goals. I'm eager to teach this business communications class, and I ask you to maintain flexibility as we embark on this experience together.

About your instructor:

Mary Ellen Campbell, Professor of Marketing, teaches courses in integrated marketing communications, management communications, and nonprofit marketing. She has received several teaching awards at UM including the Most Inspirational Teacher for The University of Montana and, most recently, The John Ruffatto Award.

In addition to her teaching responsibilities, Professor Campbell serves as a management consultant for businesses and government agencies throughout the United States. She has published numerous articles on marketing communications in major national journals and is the recipient of four distinguished research awards. Professor Campbell is often a featured convention speaker for national organizations.



Student Faculty Contact

Interaction among students and faculty is a critical part of learning in any environment. Therefore, I will plan for active student participation. In addition, you can reach me readily through email. Ample time will be scheduled for your questions and comments during each class period. Additionally, you may meet with me in my office or direct specific questions to me through the following:

Email: (office) Maryellen.Campbell@business.umt.edu or (home) domec@aol.com

Phone: (office) 406-243-6790 or (home) 406-543-4046

Fax: (office) 406-243-2086

Since we are on a truncated schedule, I expect students to attend all classes and make arrangements to acquire notes from others if they can't attend class.

Access to Computer Equipped with PowerPoint

You will need **ready access** to a computer equipped with PowerPoint to achieve the objectives of this course. I expect you to be able to operate PowerPoint, and to use it to enhance your final research presentation. If you don't know how to use PowerPoint, please learn immediately.

Internet and Email Access

A requirement for this course is reliable access to the internet and an ability to send and receive email.

Class Materials

The course syllabus, messages, and handouts will be available through my web page and through email. I do not have course notes to post.

Class Assignments

Guidelines and checklists for assignments will be available in class and through my web site.

Links

Please bookmark a direct hyperlink to UM library's online databases, key presentation sites, and sites with excellent multimedia images and sound.

Being able to communicate effectively in all types of situations, and using technology where appropriate, are skills expected of managers. I look forward to working with you to hone these skills in MBA 645.

DATE	READING ASSIGNMENT	IN-CLASS TOPICS & ACTIVITIES
10/8	"The Future of Success", Reich, pp.1-110	The Individual Power of the Audience Are you CEO Material? Acquiring the "You" Attitude
10/10	"The Future of Success", Reich, pp.111-216 "Never Wrestle with a Pig", McCormack, pp. 26-30; 132	Personal Branding Positioning Writing conventions
10/15	"The Future of Success", Reich, pp.217-250	Application Letter Due
10/17	"Never Wrestle with a Pig", McCormack, p. 152	Building a Power Base
10/22	"Influence", Cialdini, Chapter 1	Library research on teamwork Individual Presentations
10/24	"Influence", Cialdini, Chapter 2	*Mass communication strategies presentation 30 minutes
10/29	"Influence", Cialdini, Chapter 3	*Mass communication strategies presentation 30 minutes Research Paper Outline Due
10/31	"Influence", Cialdini, Chapter 4 Have "Never Wrestle with a Pig" read	*Relationship building presentation 30 minutes
11/5	"Influence", Cialdini, Chapter 5	*Relationship building presentation 30 minutes
11/7	"Influence", Cialdini, Chapter 6	*Conflict communications presentation 30 minutes
11/12	"Influence", Cialdini, Chapter 7	*Conflict communications presentation 30 minutes
11/14	Ethical Issues: Never Wrestle with a Pig	
11/19	Trade-Off Discussion – Presidential Lecture Series, Ms. Driscoll	
11/21	Influencing ethical behavior among subordinates	Paper due
11/26	NO CLASS: Please note – this is a trade-out for attending the Presidential Lecture Monday, Nov. 18	
11/28	HAPPY THANKSGIVING	
12/3	Team presentations 3	Research paper due (5 pages)
12/5	Team presentations 3	
12/10	Team presentations 3	
12/12	Team presentations 3	

*These will be individual presentations on one aspect of the assigned chapter. As a presenter, you are to relate whatever you cover to this MBA audience. Your thesis should show this information is important for business people because _____. Relate to Influence in some way.

Note: Two books must be completed the first 4 weeks of class. The books are easy reads. Please keep up with my reading deadlines.