

Course Outline for COM 353: Organizational Communication

Spring 2013 | Dept. of Communication Arts and Science | Old Main 008: 6.– 7:30 p.m.

Craig L. Engstrom, Ph.D.
Assistant Professor, Dept. of Communication Arts
Circle Hall 246 | 630.617.6170 | engstromc@elmhurst.edu

Office Hours: Tues./Thurs. 9.30–11 a.m.;
Thurs.: 6–7.30 p.m.
Or by appointment.

A. Course Policies and Details: bit.ly/WcClZy & bb.elmhurst.edu

B. Course Schedule

Invention, Tradition, and Taking Inventory

W.1 2.5/2.7	Read	<input type="checkbox"/> <i>Web 2.0 Job Finder</i> , pp. 15–41 (by Thursday)
	Class	<input type="checkbox"/>
	Online	<input type="checkbox"/>
	Due	<input type="checkbox"/> -----

W.2 2.12/2.14	Read	<input type="checkbox"/> <i>Web 2.0 Job Finder</i> , pp. 43–69; “The ethics of résumés and recommendations” (BB)
	Class	<input type="checkbox"/>
		<input type="checkbox"/>
	Online	<input type="checkbox"/>
	Due	<input type="checkbox"/> -----

W.3 2.19/2.21	Read	<input type="checkbox"/> See optional
	Class	<input type="checkbox"/>
		<input type="checkbox"/>
	Online	<input type="checkbox"/>
	Due	<input type="checkbox"/> -----

W.4 2.26/2.28	Read	<input type="checkbox"/> <i>Web 2.0 Job Finder</i> , pp. 103–112; <i>Content Strategy</i> , pp. xi–35
	Class	<input type="checkbox"/>
		<input type="checkbox"/>
	Online	<input type="checkbox"/>
	Due	<input type="checkbox"/> Presentation: Resume & other items

NOTES:

Dr
NO

Content: Audit and The Social Media Strategy Plan

W.5
3.5/3.7

- Read Different Plans; *Content Strategy*, pp. 39—90; 95-101
- Class
-
-
- Online
-
-
- Due Plan outline / format

W.6
3.12/3.14

- Read *Content Strategy*, pp. 95—126
- Class
-
- Online
-
-
- Due Inventory

W.7
3.19/3.21

- Read See optional
- Class
-
- Online
-
-
- Due Social Media Plan Presentations

W.8
3.26/3.28

*****Break*****

NOTES:

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Content: Tools & Implementation

W.9
4.2/4.4

- Read *Content Strategy*, pp. 103—126
- Class
-
-
- Online
-
-
- Due -----

W.10
4.9/4.11

- Read *The Web 2.0 Job Finder*, pp. 71—90
- Class
-
- Online
-
-
- Due Presentation

W.11
4.16/4.18

- Read *The Web 2.0 Job Finder*, pp. 113—126
- Class
-
- Online
-
-
- Due Presentation

W.12
4.23/4.25

- Read *The Web 2.0 Job Finder*, pp. 127—136
- Class
-
- Online
-
-
- Due Presentation

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Content: Search Engine Optimization

W.13
4.30/5.2

- Read *The Web 2.0 Job Finder*, pp. 137—145
- Class
-
- Online
-
-
- Due Presentation

W.14
5.7/5.9

- Read *The Web 2.0 Job Finder*, pp. 149—165
- Class
-
- Online
-
-
- Due Presentation

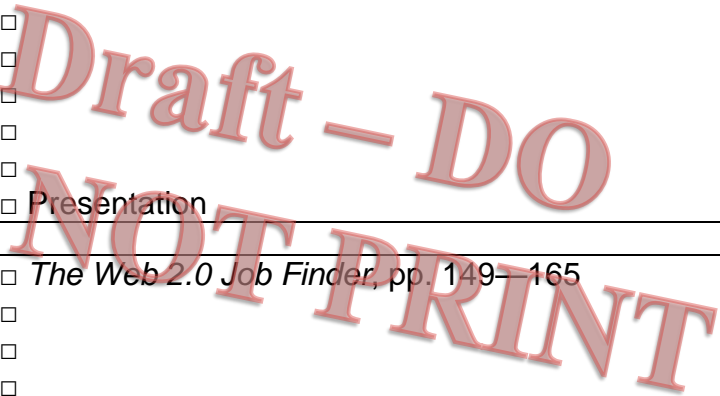
W.15
5.14/5.16

- Read *The Web 2.0 Job Finder*, pp. 167—187
- Class
-
- Online
-
-
- Due -----

W.16
5.23

Presentations
Final Social Media Plan Due

NOTES:



C. Activities and Assignments

Activities / Assignments	% of Final Grade
Reading and Engagement	45%
Social Media Plan	30%
Presentations	20%
Content Development	15%
	100%

Reading and Engagement. This course is designed as a hybrid course, which means we meet in class once a week (Tuesdays) and online (Thursdays). I will post some materials on Blackboard each week. This material will not require much of your time, and I do not expect you to be online at any specific time (so long as you attend to any online materials by the assigned time). I will be online Thursdays, available by Skype, if you have questions. You are expected to use the time we would be meeting to conduct research, prepare presentations, complete assigned activities and projects, and develop content for your websites and social media. Like any course, this course will probably require some additional investment of your time outside of scheduled times. The score for reading and engagement will be qualitatively assessed based on your “resource lists,” your participation in discussions, and the quality of your contributions to the course via insightful comments and presentations.

Social Media Plan. Many of the weekly activities for the first half of the semester are designed to help you conduct research and develop content for your social media plan. A social media plan, like a marketing plan, is not long in terms of written content. Most of the time invested in a plan is research, organization, and preparation of material. You will prepare the draft of your plan by the spring recess and turn in a “final” draft at the end of the semester.

Presentations. You will develop and present four presentations during the semester. Two are relatively simple informative presentations. You will talk about yourself and your class accomplishments. Two are demonstration presentations. You will be assigned a web or social media tool and a SEO- or curation-related tool to learn and master. You will explain to your audience the benefits and limitations of the tool and demonstrate how to use it.

Content Development. Throughout the semester, but especially toward the end of the semester, you will get to *tactically* develop content for a couple of your social media platforms (or website). Yup—you earn a grade to blog, tweet, post stuff to Facebook, etc.! (You will have to provide a “before” and “after” snapshot of the site and explain how your activities are consistent with your social media plan.)

Optional Readings (for those considering a career in SMM)

- Agnihotri, R., Kothandaraman, P., Kashyap, R., & Singh, R. (2012). Bringing "social" into sales: The impact of salespeople's social media use on service behaviors and value creation. *Journal of Personal Selling & Sales Management*, 32(3), 333-348.
- French, T., LaBerge, L., & Magill, P. (2012). Five 'no regrets' moves for superior customer engagement. *McKinsey Quarterly*(3), 119-125.
- Guillory, J., & Hancock, J. T. (2012). The effect of LinkedIn on deception in resumes. *CyberPsychology, Behavior & Social Networking*, 15(3), 135-140.
- Harrysson, M., Metayer, E., & Sarrazin, H. (2012). How 'social intelligence' can guide decisions. *McKinsey Quarterly*(4), 81-89.
- Meredith, M. J. (2012). Strategic communication and social media: An MBA course from a business communication perspective. *Business Communication Quarterly*, 75(1), 89-95.
- Romaniuk, J. (2012). Are you ready for the next big thing?: New media is dead! Long live new media! *Journal of Advertising Research*, 52(4), 397-399.
- Stauffer, J. (2012). Social brand planning. *Journal of Brand Strategy*, 1(1), 40-49.

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