

## **SOM 310: Management Communication**

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Business Communication Program  
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OH: M 11-12; T 1:30-2:30  
Writing Center (in SOM 207): M 10-11

### **Course Description**

SOM 310 is designed to help you become familiar with and prepared to tackle professional writing and speaking tasks. In addition to learning about professional writing and speaking, the work you do in SOM 310 should also help you become a better writer and speaker in other classes.

In SOM 310 we will analyze the audiences, purposes, and contexts of various business communications, and to do that well we will develop argumentative and persuasive strategies for creating communications that motivate, influence, and inspire others. Last, through readings, discussions, and various writing assignments, we will examine a communication challenges business people face today as a result of technological advances and globalization.

### **Units**

Our course is divided into four units. Each unit focuses on different concepts of management communication and culminates in the production of at least one written assignment and, in some units, a presentation. Each unit is worth 100 points. The units follow:

**Unit One:** Career Documents and Management Communication Basics, 100 points

**Unit Two:** Persuasion and Professional Documents, 100 points

**Unit Three:** Persuasion and Public Speaking, 100 points

**Unit Four:** Special Topics and Case Assignment, 100 points

We will have one exam worth 100 points. Total points in the course equal 500. All Junior Year Writing classes in the Isenberg School operate on a 500-point scale and follow the same points-to-letter-grade conversion.

### **Overview of Units**

We start the semester with Unit One, developing two essential career documents – the resume and cover letters. We'll use the production of these documents as a way to discuss and apply basic principles of management communication. Applying the basic principles – page design, parallelism, audience analysis, positive emphasis, argument, and conciseness – make up the cornerstone of good management communication practices. As a result, we will have a 50-point test on the principles as a culmination of Unit One.

Next, in Unit Two, we'll discuss the art of persuasion – how to argue a point of view and how to create business documents that are based on solid argumentation. In Unit Three, we'll engage in public speaking assignments, focusing on delivery as well as effective PowerPoint presentations. Our final unit, Unit Five, is a case assignment that allows us to use the skills and concepts we've been studying all semester while also learning about special topics within the field of management communication.

### **Attendance, Grading, and Other Requirements**

All Junior Year Writing classes in the Isenberg School share several core requirements and policies. Those shared, core requirements and policies generally fall under the categories of attendance, grading, and academic honesty. To find out more, go to: <http://www.isenberg.umass.edu/businesscommunication> and read the “Core Syllabus.” Look for the link “Core Syllabus” on the right-hand side of the home page.

*Please read the attendance policy and the grading information carefully.* Everyone in the class is responsible for knowing the policies and requirements in the “Core Syllabus.”

### **Computer Lab Practices**

Because we meet in a computer lab, everyone needs to arrange a system for storing data and downloading and sharing files. I put most files we use on Lab Share. Lab Share can only be accessed within the Isenberg School. Everyone must download files from Lab Share in order to stay current on assignments. Plan to check Lab Share and check with me for updates when you miss class.

Plan to bring a pen drive/memory stick or to use the U Drive for storing data. We need to have a data storage system in place by the second class.

Most submitted work will be printed, not electronic. Because we have a printer in our classroom, printing documents just before submission is a common practice. This generally works well, except for the days when printers are down or when people realize they have no money on their UCards. While we cannot control University or School servers, we can control money on UCards. In short, if you are printing in the School computer labs, make sure you can use your UCard.

### **Textbooks**

We have been given a wonderful gift in this class – a free textbook! We are using a textbook that is no longer in print and the publisher, Prentice Hall, is willing for us to use an electronic version of it for free. I will make the textbook available on Lab Share on the second class. Everyone should be prepared to download it then. Once you have downloaded the text to a pen drive or the UDrive, consider placing it on a hard drive so that you always have back-up access to it.

We will also use a variety of free, online resources for help with basic writing tasks, including help with grammar, syntax, and documentation. Online writing resources are available through the Business Communication Program Web Site:

[http://www.isenberg.umass.edu/businesscommunication/Writing\\_Resources/](http://www.isenberg.umass.edu/businesscommunication/Writing_Resources/)