<table>
<thead>
<tr>
<th>Class code</th>
<th>SOIM-UB.9065.1.003.SP16</th>
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</thead>
</table>
| Instructor Details | Name: Stefano Matini  
Email Address: sm4390@nyu.edu  
Office Hours: Monday 11:45 AM - 12:45 PM  
Office: Aula Pratolino (Villa Sassetti) |
| Class Details | Semester: Spring 2016  
Full Title of Course: Organizational Communication and its Social Context  
Meeting Days and Times: Monday 9:00 AM - 11:45 AM  
Classroom Location: Aula Montughi (Villa Sassetti) |
| Prerequisites | Requires Sophomore, Junior or Senior standing |
| Class Description | Organizational Communication and its Social Context is the second stage of Stern’s four year Social Impact Core Curriculum. Business and its Publics examines the relationships between corporations and society, particularly the social issues that arise from business operations. This course focuses on how companies communicate with multiple audiences: their stakeholders. In OC, you’ll learn how organizations respond to varied internal and external audiences using both traditional and emerging communication channels and media. You’ll also have the opportunity to master business communication in theory and in practice, applying communication strategy to oral and written business assignments. |
| Desired Outcomes | On completion of this course, students should:  
Understand how organizations communicate with their internal and external stakeholders (Stakeholder Model of Business), and how communication strategy factors into this process;  
Have developed and applied professional communication fundamentals in presenting and working in teams: presentation delivery techniques, visual communication analysis and practice, team communication and audience analysis;  
Have learned how to use appropriate tone, choice of words and document format design for different professional channels of written communication, including memo, report, email and social media |
<p>| Assessment Components | Individual Points = 65; Team Points = 35 (team members get the same grade for given assignment). Failure to submit or fulfill any required course component results in failure of the class. |</p>
<table>
<thead>
<tr>
<th>ASSIGNMENT / DUE DATE</th>
<th>% POINTS</th>
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</thead>
<tbody>
<tr>
<td><strong>1. Business Document Analysis</strong></td>
<td>Participation</td>
</tr>
<tr>
<td>Bring document to CLASS 2 on February 5, 2016</td>
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<tr>
<td>Assignment due on Sunday, February 7, 2016</td>
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<tr>
<td><strong>2. Best Team Experience</strong></td>
<td>Participation</td>
</tr>
<tr>
<td>Assignment due on Sunday, February 14, 2016</td>
<td></td>
</tr>
<tr>
<td><strong>3. Team Presentation #1: Benchmark Presentation</strong></td>
<td>Team: 5</td>
</tr>
<tr>
<td>CLASS 4 (February 15, 2016)</td>
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<tr>
<td>Send slides to Prof. Matini by 12pm the day before the presentation</td>
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<tr>
<td><strong>4. Team Goals</strong></td>
<td>Participation</td>
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<td>Assignment due on Sunday, February 21, 2016</td>
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<tr>
<td><strong>5. Individual Written E-mail and Assessment Document</strong></td>
<td>Individual: 10</td>
</tr>
<tr>
<td>Part One: Send email after class to Prof. Matini (<a href="mailto:sm4390@nyu.edu">sm4390@nyu.edu</a>)</td>
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<tr>
<td>Part Two: Assignment due on Sunday, February 28, 2016</td>
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<tr>
<td><strong>6. Team Presentation #2: Company Profile</strong></td>
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<td>Send slides to Prof. Matini by 12pm the day before the presentation</td>
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<tr>
<td><strong>7A. Threaded Discussion and Email on Issues to Professor</strong></td>
<td>Participation</td>
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<tr>
<td>Assignment due on Sunday, March 27, 2016</td>
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<tr>
<td><strong>7B. Threaded Discussion and Email on Issues to Professor</strong></td>
<td></td>
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<tr>
<td>Assignment due after class on April 4, 2016</td>
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<td><strong>8. Team Presentation #3: Strategic Issue Response</strong></td>
<td>Individual: 5</td>
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<tr>
<td>CLASS 10 (April 11, 2016)</td>
<td>Team: 5</td>
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<tr>
<td>Send slides to Prof. Matini by 12pm the day before the presentation</td>
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<tr>
<td><strong>9. Written Report on Communication Channel</strong></td>
<td>Individual: 10</td>
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<tr>
<td>Assignment due on Sunday, May 8, 2016</td>
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<td><strong>10. Quizzes</strong></td>
<td>Individual: 10</td>
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<tr>
<td>Quiz #1 - CLASS 7 (March 7, 2016)</td>
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<tr>
<td>Quiz #13 - CLASS 13 (May 6, 2016)</td>
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<td><strong>11. Team Presentation #4: Final Presentation</strong></td>
<td>Individual: 15</td>
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<tr>
<td>CLASS 14 (May 9, 2016)</td>
<td>Team: 15</td>
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<tr>
<td><strong>Participation</strong></td>
<td>Individual: 10</td>
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<tr>
<td>Attendance, class discussion, teamwork</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>100 POINTS</td>
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Assessment Expectations

**Grade A:** The student makes excellent use of empirical and theoretical material and offers structured arguments in his/her work. The student writes comprehensive essays/exam questions and his/her work shows strong evidence of critical thought and extensive reading.

**Grade B:** The candidate shows a good understanding of the problem and has demonstrated the ability to formulate and execute a coherent research strategy.

**Grade C:** The work is acceptable and shows a basic grasp of the research problem. However, the work fails to organize findings coherently and is in need of improvement.

**Grade D:** The work passes because some relevant points are made. However, there may be a problem of poor definition, lack of critical awareness, poor research.

**Grade F:** The work shows that the research problem is not understood; there is little or no critical awareness and the research is clearly negligible.

### Grade conversion

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Point</th>
<th>Descriptive Value</th>
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<tr>
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<td>A-/B+</td>
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<td>B+</td>
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<tr>
<td>B+/B</td>
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<td></td>
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<tr>
<td>B</td>
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<tr>
<td>B-</td>
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<tr>
<td>F</td>
<td>0.0</td>
<td>Failing</td>
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<td>Grading Policy</td>
<td>At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have adopted a grading guideline for core courses with enrollments of more than 25 students in which approximately 35% of students will receive an “A” or “A-“ grade. In core classes of less than 25 students, the instructor is at liberty to give whatever grades they think the students deserve, while maintaining rigorous academic standards.</td>
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<tr>
<td><strong>Re-Grading</strong></td>
<td>The process of assigning grades is intended to be one of unbiased evaluation. Students are encouraged to respect the integrity and authority of the professor’s grading system and are discouraged from pursuing arbitrary challenges to it. If you believe an inadvertent error has been made in the grading of an individual assignment or in assessing an overall course grade, a request to have the grade re-evaluated may be submitted. You must submit such requests in writing to me within 7 days of receiving the grade, including a brief written statement of why you believe that an error in grading has been made.</td>
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| Attendance Policy | Study abroad at Global Academic Centers is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. **To ensure the integrity of this academic experience, class attendance at the centers is mandatory, and unexcused absences will be penalized with a two percent deduction from the student’s final course grade.** Students are responsible for making up any work missed due to absence. Repeated absences in a course may result in failure. |

| Late Submission of Work | All course work must be submitted on time, in class on the date specified on the syllabus. To request an extension on a deadline for an assignment, students must speak to the professor one week prior to the due date. To receive an incomplete for a course at the end of the semester, two weeks before final exams, both the student and the faculty member must meet with the Assistant Director of Academic Affairs to review the request and if granted, they must both sign an Incomplete Contract detailing the terms for completing missing coursework. |
| **Plagiarism Policy** | **PLAGIARISM WILL NOT BE TOLERATED IN ANY FORM:**
The presentation of another person’s words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

Representing the ideas of others as your own is plagiarism, whether accidental or by design. Do not plagiarize. A few helpful links: “How to Avoid Plagiarism” from Northwestern University (http://www.northwestern.edu/uacc/plagiar.html) and “What is Plagiarism?” from Indiana University (http://www.indiana.edu/~college/plagiarism/index.shtml).

In the event of suspected or confirmed cases of plagiarism, The faculty member will consult first with the Assistant Director for Academic Affairs as definitions and procedures vary from school to school. Please consult the “Academic Guidelines for Success” distributed on your USB key at Check-in and on the NYU Florence Global Wiki. |
| **Classroom Etiquette** | **CELL PHONE SHOULD BE TURNED OFF DURING CLASS TIME**
Eating is not permitted in the classrooms. Bottled water is permitted. The use of personal laptops and other electronic handheld devices are prohibited in the classroom unless otherwise specified by the professor. We recycle! So keep it green! Please dispose of trash in the clearly marked recycle bins located throughout the on campus buildings. |
| **Recording of classes** | Your class may be recorded for educational purposes |
Required Texts

1. *Organizational Communication and Its Social Context* - Custom edition available online via the instructions below.
   A) Go to: https://create.mheducation.com/shop/#/catalog/details/?isbn=9781121619067
   B) Add the book to your cart and pay using a credit card.
   In the U.S., Technical Support is available at 800-331-5094

   Guide to Presentations will be available for purchase at this local Florence bookstore:
   
   International bookshop - La Feltrinelli
   Via de’ Cerretani 30/32r - 50123 Firenze
   Tel: 055 2382652
   Fax: 055 288482
   firenze.international@lafeltrinelli.it
   www.lafeltrinelli.it


<table>
<thead>
<tr>
<th>Date</th>
<th>TOPIC</th>
<th>READING ASSIGNMENTS DUE</th>
<th>WRITING / SPEAKING ASSIGNMENTS DUE</th>
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<tr>
<td>CLASS 1</td>
<td>Introduction to the course, syllabus, team assigned</td>
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<tr>
<td>Feb 1</td>
<td>Making the case for communication in a complex global marketplace</td>
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<tr>
<td></td>
<td>Discuss Assignment 1</td>
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</table>
| CLASS 2 | Feb 5 | FRIDAY MAKE UP CLASS | Models of Communication  
Guide to Presentations:  
-Introduction to the AIM model  
-Analyze the audience  
-Identify your intent  
Discussion on 50 best global brands for Assignment #3 - Team Presentation #1 |
| CLASS 3 | Feb 8 | | GP – Chapter 1  
GP – Chapter 2  
| CLASS 4 | Feb 15 | | ASSIGNMENT 1  
Business Document Analysis  
-Bring a business document to class  
-Assignment due on Sunday, February 7, 2016 |
| | | | ASSIGNMENT 2  
Best Team Experience  
Assignment due on Sunday, February 14, 2016 |
| | | | ASSIGNMENT 3  
Team Presentation #1: Benchmark Presentation  
Send slides to Prof. Matini by 12pm the day before the presentation |
| | | | ASSIGNMENT 4  
Team Goals  
Assignment due on Sunday, February 21, 2016 |
| CLASS 5  | Intro to business writing strategies: Plain English  
|          | Guide to Presentations:  
|          | -Structure the content  
|          | -Design effective PowerPoint slides  
|          | Leadership is a Conversation  
|          | Discuss Assignment 1  
| Feb 22   | GP – Chapter 4  
|          | GP – Chapter 5  
|          | OC – Leadership is a Conversation  
|          | Bring laptop to class-editing exercises  
|          | Student Lecture #1: Leadership is a Conversation  
|          | Send slides to Prof. Matini by 12pm the day before the presentation  
| ASSIGNMENT 5  | Individual Written E-Mail and Assessment Document  
| Part One: Send email after class  
| Part Two: Assignment due on Sunday, February 28, 2016  
|          | GP - Chapter 6  
|          | OC – The Community and the Corporation  
| CLASS 6  | Guide to Presentations:  
|          | -Refine your nonverbal delivery  
| Feb 29   | The Community and the Corporation  
|          | Discuss Assignment 6  
|          | Discuss Assignment 10  
|          | Teams decide which company they will choose for future assignments  
|          | Student Lecture #2: The Community and the Corporation  
|          | Send slides to Prof. Matini by 12pm the day before the presentation  
| ASSIGNMENT 10  | QUIZ #1  
|          | In-class research activity. Bring at least 1 laptop/team  
| CLASS 7  | In-class preparation for Assignment 6 - Team Presentation #2: Company Profile  
| Mar 7    | Discuss Assignment 7A  
|          | Discuss Assignment 7B  
|          | SPRING BREAK / MARCH 14 - 19  

Professor Stefano Matini, Organizational Communication, Spring 2016
| CLASS 8  | Mar 21 | Team Presentation #2: Company Profile  | ASSIGNMENT 6  
Team Presentation #2: Company Profile  
Send slides to Prof. Matini by 12pm the day before the presentation  |
| --- | --- | --- | --- |
|  |  | Discuss Assignment 7A  
Discuss Assignment 7B  | ASSIGNMENT 7A  
Threaded Discussion  
Assignment due on Sunday, March 27, 2016 |
| National Holiday (Eastern Monday)  | NO CLASS  |  | Mandatory MAKE UP CLASS on Friday, February 5 |
| CLASS 9  | Apr 4  | Sustainable Development and Global Business  
Discuss Assignment 8  | ASSIGNMENT 7B  
Email Update on Issues to Professor  
Assignment due after class on April 4, 2016  |
|  |  |  | Student Lecture #3: Sustainable Development and Global Business  
Send slides to Prof. Matini by 12pm the day before the presentation |
| CLASS 10 | Apr 11 | Team Presentation #3: Strategic Issue Response  
Discuss Assignment 9  | ASSIGNMENT 8  
Team Presentation #3: Strategic Issue Response  
Send slides to Prof. Matini by 12pm the day before the presentation  |
|  |  |  | Student Lecture #4: Global Corporate Citizenship  
Send slides to Prof. Matini by 12pm the day before the presentation |
| CLASS 11  | Apr 18 | Global Corporate Citizenship  
Discuss Assignment 9  
Discuss Assignment 10  |  |
<p>|  |  | OC - Global Corporate Citizenship  |  |</p>
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<tr>
<th>National Holiday (Liberation Day)</th>
<th>Mandatory MAKE UP CLASS on Friday, May 6</th>
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<tbody>
<tr>
<td>May 2</td>
<td>Discuss Assignment 10</td>
<td>Discuss Assignment 11</td>
<td>Student Lecture #5: Strategy and Society Send slides to Prof. Matini by 12pm the day before the presentation</td>
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<tr>
<th>CLASS 13</th>
<th>Preparation for final team presentations</th>
<th>ASSIGNMENT 10 QUIZ #2</th>
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<tr>
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<tr>
<th>CLASS 14</th>
<th>Team Presentation #4: Final Presentation</th>
<th>ASSIGNMENT 11 Team Presentation #4: Final Presentation Send slides to Prof. Matini by 12pm the day before the presentation</th>
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<tbody>
<tr>
<td>May 9</td>
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ASSIGNMENT 1
Business Document Analysis

TASK: Locate and bring a business document to CLASS 2 on February 5, 2016

DETAILS: Locate any one-page business document that interests you from any company. It can be part of a CEO letter in an annual report; another section of an annual report; an announcement / policy change / memo from their workplace; a full-page ad from a specific company, and so on.

Write a brief response to the following 2 questions:
• Why was it written and who is the intended audience?
• Which model or models of communication factored into its creation, whether intentionally or not?

DELIVERABLE: Submit a Word document of no more than 150 words that answer the questions no later than Sunday, February 7, 2016.

LABEL FILE: FirstName-LastName-A1
ASSIGNMENT 2
Best Team Experience

In CLASS 1 you will be meeting your team for the first time. This is the team you will be working with throughout the rest of the course. As preparation for getting off to a strong start, you will be participating in an Appreciative Inquiry exercise in class.

**TASK:** Reflect on a team experience where you performed at your best. It can be any team from a work or school project or volunteer experience. Capture the essential elements of that experience and be prepared to share it with your new team. What was it like? What were your strengths in the team? How did the team operate? What descriptive adjectives characterize your performance? Try to be as specific with details as you can.

**DELIVERABLE:** Submit a Word document summarizing your best team experience no later than **Sunday, February 14, 2016**. It should be limited to 250 words and exhibit what you have learned about communication strategy, specifically, AIM. You will address the document to Prof. Matini.

**LABEL FILE:** TEAM#-A2
Assignment 3
Team Presentation #1: Benchmark Presentation

Task: Interbrand, a marketing communication consultancy, each year publishes a list of what it considers to be the Top 50 Global Brands. This year, they have framed those brands around the concept of the “Best Green Brands.” Your team will choose one of these 50 brands and examine how the company contributes to social value—and what distinguishes the company by the social impact of the company’s practices.

Details: 2104 Best Global Brands - Interbrand is located at the following link: http://www.bestglobalbrands.com/2014/ranking/
In their introduction, Interbrand stresses the societal demand for change from corporation: From disappearing rainforests to melting ice sheets, from people living without electricity to food and water scarcity, it is becoming increasingly clear that “business as usual” is not the path forward.
The path forward demands a radical shift in our priorities, in our ways of producing and consuming, as well as the values that have structured our societies. It requires innovation. It requires leadership. It requires courage. And it is an incredible opportunity—to think more creatively about how to sustain the world we love.
But more than anything, it requires cooperation. The kinds of efforts global companies are undertaking—from building cleaner cars and smarter cities, to revolutionizing everything from agriculture to packaging—cannot succeed without the help of everyone.

Deliverable: A team presentation lasting 8 minutes, with 2-3 minutes afterwards for questions; each team member must speak. No PowerPoint bullet slides are permitted, but you may use PowerPoint to show projected photographs, maps, charts or illustrations. Your intended audience is your fellow students in the course.
A good presentation will give a brief introduction to the company, highlight whether and, if so, how the company has communicated its position about societal impact using different communication channels. Teams should also determine whether stakeholder groups have challenged the company’s commitment to those principles. Each team should offer its conclusion about the effectiveness of the company’s efforts as a good corporate citizen or communicator. Send slides to Prof. Matini by 12pm the day before the presentation.

Follow-up: Each team will meet with the professor to review the presentation.

Evaluation: The team will be evaluated on effectiveness of AIM strategy.

Label File: TEAM#-A3
ASSIGNMENT 4
Team Review of Interbrand Top 50 Global Green Brands Presentation

Each team will meet with the professor to review both content and delivery style in the presentation benchmark.

Over the course of the semester and you and your team will be doing a series of presentations, which will be graded for both the substance of the material presented and your presentation delivery. Like this one, the presentations will be videotaped, and we'll review those together. Just watching yourself on the video will be extremely helpful and you'll also be able to watch how you interact with your teammates. I will work with each of you to set both team and personal goals for improvement so that you can track your progress over the term.

Afterwards our review, the team should reach consensus on several of the goals.

**DELIVERABLE**: Submit one short team document (no more than 200 words) that states the goals of the team by **Sunday, February 21, 2016**.

**LABEL FILE**: TEAM#-A4
ASSIGNMENT 5
Individual Written E-Mail and Assessment Document

Assume that you are an intern working in the Corporate Communication Department of Dunkin’ Brands Group. One of the tasks you have been assigned involves monitoring how competitors have been reacting to stakeholder-driven concerns, and how they have been communicating their responses.


The company highlighted in the news article is Starbucks, a major competitor to the Dunkin Brands Group. You’ve been asked to read this article and send an email to your supervisor, the Senior Vice President of Corporate Communication in which you assess the relevance of the information to your company. Your supervisor wants to know if there are any implications for your company and whether your company needs to monitor or communicate with any important stakeholder groups, as a result of what is being discussed in the article.

DELIVERABLE: Write a brief, 200-word email to your boss, the SVP of Corporate Communication. Include a subject line. You will write this email in class and send it to Prof. Matini (sm4390@nyu.edu) after class.

PART TWO: You will receive further instructions from Professor Matini via email on how to complete the assignment no later than Sunday, February 28, 2016.
ASSIGNMENT 6
Team Presentation #2: Company Profile

TASK: For the rest of this semester, your team will work together to prepare and deliver a set of presentation concerning the corporate communication strategies of a selected firm. For future presentations about your firm, you will present as members of the company's corporate communication department. Tell the class what specifically interests your team about this company.

Your team presentation should inform the class about the most important aspects of the company. Use the corporate worksheet from class to research interesting and useful company data. Your presentation should include basic information, such as:

- The size of the company: locations, employees, revenue, etc.
- Primary competitors
- Overall state of the industry
- Company mission or goals (as stated on corporate website or annual report)
- Brief financial summary
- Products and services
- Any special features of this company

In addition, this assignment should describe the company's communication practices:

- What messages does the company emphasize?
- How does the company communicate its CSR, sustainability and/or environmental issues?
- What is the company's brand promise?
- What are the company's publications?
- What channels are employed?
- How frequently do messages on these topics go to which audiences?

The assignment should incorporate the use of credible information sources, appropriate media resources, and information about the C-suite of the team's company.

HINT: Organize your content for the effective delivery; do not use the above as a chronological checklist.

YOUR OBJECTIVE: Craft an interesting informative message about your company and provide a context for the class to understand your later presentations. Your intended audience is your fellow students in the course.

YOUR INTENT: "As a result of this communication the audience will specifically do, think or say: ........................."
**TIME LIMITS:** Maximum 15 minutes for the presentation, followed by 2 minutes for questions. You must share the speaking time equally.

**VISUAL AIDS:** No PowerPoint bullet slides are permitted, but you may use PowerPoint to show projected photographs, maps, charts or illustrations. Use minimal visual aids; avoid using dense text slides. Think visually, not verbally on your slides. Consider necessary slides that enhance.

One person from the team must post slides on Google Drive before class time on presentation day so that slides can be retrieved from Google Drive, and not from email or other accounts. It's useful to have a back-up copy on a flash drive.

**EVALUATION:** This assignment is worth 5% for your team, which includes teamwork and quality of information; 5% percent for individuals based on delivery.

**DELIVERABLE:** Send slides to Prof. Matini by 12pm the day before the presentation.

**LABEL FILE:** TEAM#-A6
ASSIGNMENT 7
Threaded Discussion & Email Update on Issues to Professor

PART A – THREADED DISCUSSION

TASK: For this assignment each team member identifies a specific issue that concerns the team's company, and email his or her thoughts to all members of the team and CC the Professor. This post will be a preliminary step toward selecting the content for Assignment 8: Team Persuasive Presentation: Strategic Issue Response

YOUR OBJECTIVE: In your individual email your goal is to inform the rest of your team about an issue that is critical to the company. Note that you are uncovering an emerging public issue that you determine will soon affect the company (if it isn't already!). You are not looking for day-to-day operational business problems stemming from competitive challenges or product marketing. Your issue will undoubtedly involve the interests of one or more concerned (or soon to be concerned) stakeholder groups. Engage in a stimulated persuasive exchange with your classmates via Email until you come to consensus on the issues discussed.

DELIVERABLE: Complete threaded discussion after no later than Sunday, March 27, 2016 with Prof. Matini CC in each email

EVALUATION: Your individual posts count for your Participation grade.

PART B – EMAIL UPDATE ON ISSUES TO PROFESSOR

TASK: As a result of class discussion and the exchange of posts earlier, your team should have a good sense of which stakeholder-drive issues it wants to talk about in the upcoming presentation. For this assignment, the team will jointly compose one e-mail message that will clarify which issues have been chosen.

YOUR OBJECTIVE: To inform the professor about the chosen issues and to justify the team’s choices.

FORMAT: Consider the best way to prepare an effective short document that is sent by email and keep in mind the principle of "high skim value". (Something with high skim value means that one can gain a large amount of information from a text by skimming it.)

DELIVERABLE: Each team send an Email issues to Prof. Matini after CLASS 9 on April 4, 2016. This document will be evaluated as a team grade based on a combination of analysis, structure, and format.

LABEL FILE: TEAM#-A7
ASSIGNMENT 8
Team Presentation #3: Strategic Issue Response

TASK: For this presentation, your team will prepare a persuasive presentation concerning the primary issues facing your chosen company. As we discussed in class, how an organization respond to issues relates directly to stakeholder relationships. Assume that your team comprises the task force that has been assembled by the Senior Vice President of Corporate Communication. The SVP wants your team to analyze the primary issues facing the organization and which groups are pushing the issues. The SVP also asks the team to recommend a course of action that will address the issues and the relevant stakeholders. Keep the AIM model in mind as you prepare your recommendations and consider the appropriate communication channels to use.

YOUR OBJECTIVE: To persuade your audience that your issue-response plan will be strategically sound and tactically address critical stakeholders.

TIME LIMITS: Maximum 12 minutes for the presentation, followed by 2 minutes for questions. You must share the speaking time equally.

VISUAL AIDS: Use visual aids, but avoid using dense text slides. Think visually, not verbally on your slides.

One person from the team must post slides on Google Drive before class time on presentation day so that slides can be retrieved from Google Drive, and not from email or other accounts. It’s useful to have a back-up copy on a flash drive.

EVALUATION: This assignment is worth 5% of your team, which includes teamwork and quality of information; 5% for individuals based on delivery.

DELIVERABLE: Send slides to Prof. Matini by 12pm the day before the presentation.

LABEL FILE: TEAM#-A8
ASSIGNMENT 9
Written Report on Communication Channel

TASK: Now that your team has identified the critical issues facing your firm and assessed the risks and opportunities related to your company’s image and reputation, your team needs to recommend how the company should use communication to enhance your company’s image and reputation.

To accomplish this task, you will need to examine the firm’s current communication strategy. This can be done by reviewing the company’s various websites, social media channels and also mainstream media reporting.

• What value is added to your company’s image and reputation by its current CSR (Corporate Social Responsibility), ESG (environmental, social, governance), and corporate citizenship initiatives? Are the initiatives aligned with the company’s corporate mission and values? If your company has few or minimal initiatives now, what should they do? What are their competitors doing?
• What channels of communication should your company use to communicate about its initiatives to sustain a positive reputation/image? What are they using now? How effective are the current communication channels in reaching the company’s stakeholders?
• What do you know about your C-suite or top executives that could influence how you will present to them?

DELIVERABLE: A one page document in standard business document format.

DUE: Submit assignment to Prof. Matini and your team members no later than Sunday, May 8, 2016.

Readings/reference (all available on NYU Classes/Readings):

• Prof. Cees van Riel, speaking about stakeholder communication strategies: www.youtube.com/watch?v=SUhkEZbU9uY
• The Edelman Company’s Trust Barometer: http://www.edelman.com/insights/intellectual-property/trust-2013/
• Prof. Elliot Schreiber on corporate reputation: http://www.instituteforpr.org/topics/reputation/
• Harris Poll Reputation Quotient: http://www.harrisinteractive.com/Products/ReputationQuotient.aspx

LABEL FILE: FirstName-LastName-A9
ASSIGNMENT 10
Quizzes

Although most people don't enjoy taking quizzes, they do provide you with an assessment of how effectively you've absorbed and comprehended assigned readings and class discussions.

There will be two quizzes, each worth 5 individual point. They will be short and I strongly recommend that you stay up to date on all assigned readings.

March 7, 2016 (Quiz #1) and May 6, 2016 (Quiz #2)

LABEL: Write your first name and last name on the quizzes
ASSIGNMENT 11
Team Presentation #4: Final Presentation

TASK & AUDIENCE: Your team from Corporate Communication has already addressed the range of issues facing the company and how it should respond. Your presentations to the SVP of Corporate Communication have been forwarded to the C-Suite (CEO, CFO, CIO, etc.) of the company. As a result, the CEO wants your team to assess how well the firm presents itself to its multiple stakeholders on the important issues of sustainability and CSR.

You will deliver a presentation for the C-Suite that recommends how the company can leverage its overall image and reputation through its CSR/Sustainability initiatives and policies. Persuade the C-Suite to accept your recommendations.

Your recommendations to the C-suite should be based on how you answer the following questions, which were the basis for Assignment 9, individual document sent to the team recommending what to include on the final presentation:

• What value is added to your company’s image and reputation by its current CSR (Corporate Social Responsibility), ESG (environmental, social, governance), and corporate citizenship initiatives? Are the initiatives aligned with the company’s corporate mission and values? If your company has few or minimal initiatives now, what should they do? What are their competitors doing?

• What channels of communication should your company use to communicate about its initiatives to sustain a positive reputation/image? What are they using now? How effective are the current communication channels in reaching the company’s stakeholders?

Keep in mind the following:

• Your audience is the CEO and other members of the C-suite. What information will be most effective in supporting your position to them? Be aware of what they can be expected to know.

VISUAL AIDS: Use visual aids, but avoid using dense text slides. Think visually, not verbally on your slides.

One person from the team must post slides on Google Drive before class time on presentation day so that slides can be retrieved from Google Drive, and not from email or other accounts. It’s useful to have a back-up copy on a flash drive.

TIME LIMITS: Maximum 15 minutes for the presentation, followed by 2 minutes for questions. You must share the speaking time equally.
DELIVERABLE: Send slides to Prof. Matini by 12pm the day before the presentation.

LABEL FILE: TEAM#-A11