Class Description:

Requires Sophomore, Junior or Senior standing

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.

Instructor Details:

Name: Stefano Matini
NYU Global Home Email Address: sm4390@nyu.edu
Office Hours: Wednesday 12:00-1:00pm
Villa Ulivi Office Location: 8
Villa Ulivi Phone Number: +39 055 5007 300

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

Assessment Components
Individual Points = 65; Team Points = 35 (team members get the same grade for given assignment).

• **Assignment 1: Business Document Analysis**
  Bring document to CLASS 2 on September 12
  Assignment due on Sunday, September 16
  Points: participation

• **Assignment 2: Best Team Experience**
  Assignment due on Sunday, September 23
  Points: participation

• **Assignment 3: Team Presentation #1: Benchmark Presentation**
  CLASS 4 (September 26)
  Send slides to Prof. Matini by 12pm the day before the presentation
  Self-evaluation due on Sunday, September 30
  Points: 5 (team) Oral Presentation of 10 minute length: 15%

• **Assignment 4: Team Goals**
  Assignment due on Sunday, September 30

• **Assignment 5: Individual Written Email & Assessment Document**
  Part One: Send email after class on Wednesday, October 3 to Prof. Matini
  Part Two: Assignment due on Sunday, October 10
  Points: 10 (individual)

• **Assignment 6: Team Presentation #2: Company Profile**
  CLASS 8 (October 24)
  Send slides to Prof. Matini by 12pm the day before the presentation
  Self-evaluation due on Sunday, October 28
  Points: 5 (individual) + 5 (team)

• **Assignment 7A: Threaded Discussion & Email on Issues**
  Assignment due on Sunday, October 28
  Points: participation

• **Assignment 7B: Threaded Discussion & Email on Issues**
  Assignment due after class on Wednesday, November 7
  Points: 5 (team)

• **Assignment 8: Team Presentation #3: Strategic Issue Response**
  CLASS 10 (November 14)
  Send slides to Prof. Matini by 12pm the day before the presentation
  Self-evaluation due on Sunday, November 18
  Points: 5 (individual) + 5 (team)
• **Assignment 9: Written Report on Communication Channel**
  Assignment due on Sunday, December 2
  Points: 10 (individual)

• **Assignment 10: Quizzes**
  Quiz #1 - CLASS 7 (October 17)
  Points: 5 (individual)
  Quiz #2 - CLASS 13 (December 5)
  Points: 5 (individual)

• **Assignment 11: Team Presentation #4: Final Presentation**
  CLASS 14 (December 12)
  Send slides to Prof. Matini by 12pm the day before the presentation
  Self-evaluation due on Thursday, December 13
  Points: 15 (individual) + 15 (team)

• **Participation**
  Attendance, class discussion, teamwork
  Points: 10 (individual)
  **Failure to submit or fulfil any required course component results in failure of the class.**

**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.

• *Please note, Stern Business courses will adhere to the Stern Grading Guidelines*

**Grading Guidelines**

[Please use the Stern Undergraduate Courses Required Grading Language in Syllabi. Choose one of the two below based upon your course type]

**Required Grading Language for Core Courses**

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.

**Grading Policy:**
Please refer to Assessment Expectations and the policy on late submission of work.

**Academic Accommodations:**
Academic accommodations are available for students with documented disabilities. Please contact the Moses Center for Students with Disabilities at 212-998-4980 or see the Moses Center for further information.

Students with disabilities who believe that they may need accommodations in a class are encouraged to contact the Moses Center for Students with Disabilities at (212) 998-4980 as soon as possible to better ensure that such accommodations are implemented in a timely fashion. For more information, see Study Away and Disability.

**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.

For courses that meet once a week, one unexcused absence will be penalized by a two percent deduction from the student’s final course grade. For courses that meet two or more times a week, the same penalty will apply to the number of class times over a single week.

**Excused Absences:**
In case of absence, **regardless of the reason**, the student is responsible for completing missed assignments, getting notes and making up missed work in a timely manner based upon a schedule that is mutually agreed upon between the faculty member and the student. **The only excused absences are those approved by the Office of Academic Support; they are as follows:**

**Absence Due to Illness**
- If you are sick, please see a doctor. Contact the Office of Student Life for assistance.
- For absences that last for two or more consecutive days, a **doctor’s certificate, “certificato medico” is required**. The doctor will indicate in writing the number of days of bed rest required. Please note these certificates can only be obtained on the day you see the doctor and cannot be written for you afterwards.
- Absences can ONLY be excused if they are reported WITHIN 48 HRS of your return to class via the online NYU Florence Absence Form.
- OAS will not accept a student email or telephone call regarding an absence due to illness.
• OAS will only notify faculty of absences REPORTED on the ABSENCE FORM
• The Office of Student Life, when assisting you in cases of severe or extended illness, will coordinate with the Office of Academic Support to properly record your absences

**Due to Religious Observance**
• Students observing a religious holiday during regularly scheduled class time are entitled to miss class without any penalty to their grade. This is for the holiday only and does not include the days of travel that may come before and/or after the holiday.
• Information regarding absences due to religious observance must be provided at least SEVEN DAYS PRIOR to the date(s) in question using the online NYU Florence Absence Form.
• Please note that no excused absences for reasons other than illness can be applied retroactively.

**Due to a class conflict with a program sponsored lecture, event, or activity**
• All students are entitled to miss one class period without any penalty to their grade in order to attend a lecture, event or activity that is sponsored by La Pietra Dialogues, Acton Miscellany or the Graduate Lecture series.
• Information regarding absences due to a class conflict must be provided at least SEVEN DAYS PRIOR to the date(s) in question using the online NYU Florence Absence Form.
• Please note that no excused absences for reasons other than illness can be applied retroactively.

Students with questions or needing clarification about this policy are instructed to contact a member of the Office of Academic Support located in Villa Ulivi or to email florence.academicsupport@nyu.edu

**Late Submission of Work [Please use this standard text]**
• 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.

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.

**Writing Center:**
The Writing Center, located in Villa Ulivi, offers you feedback on any type of writing, at any stage in planning or drafting. Sign up for a consultation at the Writing Center's website and submit your working draft or ideas a day in advance to NYU Florence Writing Center. Drop in for a consultation M-Th, but remember that appointments are given priority. Be assured that very rough drafts are welcome. Please note that we do not correct or “fix” your writing; instead we prompt you to think and work. Our aim is to create stronger writers in the long term, not necessarily perfect papers in the short term.

**Required Text(s):**
- All other readings will be posted on Google Drive and/or distributed via email.

Copies of each textbook are available for consultation and short term loans in the Villa Ulivi Library. Extra copies of some textbooks are also available for semester long loans. For more information please consult Books and Course Materials.

**Supplemental Texts(s):**
Texts that students are not required to are in NYU-FL Library or available on line

**Internet Research Guidelines:**
The careful use of internet resources is encouraged and a list of recommended websites will be given. Failure to cite internet and other non-traditional media sources in your written work constitutes plagiarism.

**Additional Required Equipment:**
N/A

**Class Assignments and Topics:**
**Session 1 - September 5, 2018**
- Introduction to the course, syllabus, team assigned
- Making the case for communication in a complex global marketplace
- Discuss Assignment 1
Session 2 - September 12, 2018
- 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: Benchmark Presentation

Readings:
- Guide to Presentations: Chapter 1 & Chapter 2
- Look through Interbrand’s 2104 Best Global Brands

Deliverables Due: Assignment 1: Business Document Analysis. Bring a business document to class. Assignment due on Sunday, September 16

Session 3 - September 26, 2018
Guide to Presentations: Make the most of the message

Team dynamics
Discuss Assignment 2 & Assignment 3

Readings: Guide to Presentations: Chapter 3

Deliverables Due: Assignment 2: Best Team Experience. Assignment due on Sunday, September 23

Session 4 - September 26, 2018
- Assignment 3 Team Presentation #1: Benchmark Presentation
- Discuss Assignment 4 & Assignment 5

Readings: None

Deliverables Due:
- Assignment 3 Team Presentation 1: Benchmark Presentation. Send slides to Prof. Matini by 12pm the day before the presentation. Self-evaluation due on Sunday, September 30
- Assignment 4 Team Goals. Assignment due on Sunday, September 30

Session 5 - October 3, 2018
Guide to Presentations: Structure the Content. Design Effective Power Point Slides

Readings:
- Guide to Presentations: Chapter 4 & Chapter 5
- Global Corporate Citizenship (Google Drive)
Deliverables Due:

- Bring laptop to class-editing exercises
- Student Lecture 1: Global Corporate Citizenship. Send slides to Prof. Matini by 12pm the day before the presentation
- Assignment 5: Individual Written E-Mail & Assessment Document. Part One: Send email after class on Wednesday, October 3. Part Two: Assignment due on October 10

Session 6 - October 10, 2018
- Guide to Presentations: Refine Your Nonverbal Delivery
- Discuss Assignment 6 & 10

Readings:

- Guide to Presentations: Chapter 6
- Leadership is a Conversation (Google Drive)

Deliverables Due:

- Teams choose companies for future presentations
- Student Lecture 2: Leadership Is a Conversation. Send slides to Prof. Matini by 12pm the day before the presentation

Session 7 - October 17, 2018
- In-class preparation for Assignment 6 Team Presentation 2: Company Profile
- Discuss Assignment 7A
- Discuss Assignment 7B

Readings: None

Deliverables Due:

- Assignment 10: Quiz 1
- In-class research activity. Bring at least 1 laptop/team

Session 8 - October 24, 2018
- Assignment 6 Team Presentation 2: Company Profile
- Discuss Assignment 7A & 7B

Readings: None

Deliverables Due:

- Assignment 6 Team Presentation 2: Company Profile. Send slides to Prof. Matini by 12pm the day before the presentation. Self-evaluation due on Sunday, October 28
- Assignment 7A Threaded Discussion. Assignment due on Sunday October 28
FALL BREAK / October 29 - November 4

Session 9 - November 7, 2018
- Preparation for Assignment 8 Team Presentation 3: Strategic Issue Response
- Discuss Assignment 8

Readings: Managing Public Issues (Google Drive)

Deliverables Due:
- Assignment 7B Email Update on Issues to Professor. Assignment due after class on Wednesday, November 7
- Student Lecture 3: Managing Public Issues. Send slides to Prof. Matini by 12pm the day before the presentation

Session 10 - November 14, 2018
- Assignment 8 Team Presentation 3: Strategic Issue Response
- Discuss Assignment 9

Readings: None

Deliverables Due:
- Assignment 8 Team Presentation #3: Strategic Issue Response. Send slides to Prof. Matini by 12pm the day before the presentation. Self-evaluation due on Sunday, November 18

Session 11 - November 21, 2018
- Strategy & Society
- Discuss Assignment 9 & 10

Readings: Strategy & Society (Google Drive)

Deliverables Due:
- Student Lecture 4: Strategy & Society. Send slides to Prof. Matini by 12pm the day before the presentation.

Session 12 - November 28, 2018
- The Corporation and Its Stakeholders
- Discuss Assignment 10 & 11

Readings: The Corporation and Its Stakeholders (Google Drive)

Deliverables Due:
- Assignment 9 Written Report on Communication Channel. Assignment due on Sunday, December 2
Session 13 - December 5, 2018
- Preparation for Assignment 11 Team Presentation 4: Final Presentation

Readings: None
Deliverables Due: Assignment 10: Quiz 2

Session 14 - December 12, 2018
- Assignment 11 Team Presentation 4: Final Presentation

Readings: None
Deliverables Due: Assignment 11 Team Presentation 4: Final Presentation. Send slides to Prof. Matini by 12pm the day before the presentation. Self-evaluation due on Thursday, December 13

Session 15 - TBA
Guest lecture

Classroom Etiquette
- Eating is not permitted in the classrooms. Bottled water is permitted.
- Cell phones should be turned off during class time.
- 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

Required Co-curricular Activities
N/A

Suggested Co-curricular Activities
Suggested optional co-curricular activities will be announced in class and/or via email by the professor throughout the semester.

Your Instructor
Stefano Matini is an Italian-American organizational development consultant. With a background in organizational communication, Prof. Matini has 15 years of experience as a trusted advisor at senior/executive levels of mid-sized and Fortune 500. Client portfolio includes multinational organizations like Kraft-Heinz, Hewlett-Packard, Parker Hannifin, Novartis, and LivaNova.

Prof. Matini’s areas of expertise are executive leadership development, senior team development, and change management, with a focus on the engineering, manufacturing, pharmaceutical, bio-technology industries.
Assignment 1: Business Document Analysis

Task:

Locate and bring in an example of a business document to CLASS 2 on Wednesday, September 12 (note: you can bring in an electronic or hard copy).

Details:

Locate any 1-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. Think broadly about what can be considered a business document.

Write a brief response to the following 2 questions:

- Why was it written and who is the intended audience?
- Do you think this document is effective? Why or why not?

Deliverable:

Submit a Word document of no more than 200 words that answers the two questions.

Upload the Word document (no PDF) to folder A1 on Google Drive by Sunday, September 16.

Label the Word document: First Name-Last Name-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 of no more than 250 words that summarizes your best team experience.

Upload the Word document (no PDF) to folder A2 on Google Drive by Sunday, September 23.

Label the Word document: First Name-Last Name-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:

Interbrand Best Green Brands

Deliverable:

Each team will deliver a 10-minute presentation. Team members must share the speaking time equally.

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.

Upload slides (PDF) to folder A3 on Google Drive by 12 pm the day before the presentation.

Follow up: Each team will meet with the professor to review both content and delivery style.

Self-Evaluation:

Each team will review their recorded presentation and fill out a self-evaluation template.

Each recorded presentation will be available on A3 (Google Drive).

The self-evaluation Word document is available in the “Presenting” folder (Google Drive).

Upload the self-evaluation Word document to folder A3 (Google Drive) by Sunday, September 30.

Label the self-evaluation Word document: Team Name-A3.
Assignment 4: Team Goals
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’t track your progress over the term.

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

Deliverable:
Submit a Word document of no more than 200 words that states the goals of the team.
Upload the Word document (no PDF) to folder A4 on Google Drive by Sunday, September 30.
Label the Word document: First Name-Last Name-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.

Part One: You will receive a news article from the New York Times
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 after class on Wednesday, October 3.

Part Two: You will receive further instructions from Professor Matini via email on how to complete the assignment no later than Wednesday, October 10.
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.

Deliverable:

Each team will deliver a 15-minute presentation. Team members must share the speaking time equally.

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.

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: “…”

Your team presentation should inform the class about the most important aspects of the company. The assignment should incorporate the use of credible information sources, appropriate media resources, and information about the C-suite of the team's company.

Organize your content for the effective delivery. Your presentation should include basic information such as (do not use the following as a chronological checklist):

- 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?
Upload slides (PDF) to folder A6 on Google Drive by 12 pm the day before the presentation.

Follow up: Each team will meet with the professor to review both content and delivery style.

Self-Evaluation:

Each team will review their recorded presentation and fill out a self-evaluation template.

Each recorded presentation will be available on A6 (Google Drive).

The self-evaluation Word document is available in the “Presenting” folder (Google Drive).

Upload the self-evaluation Word document to folder A6 (Google Drive) by Sunday, October 28.

Label the self-evaluation Word document: Team Name-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. Forward the completed threaded discussion to 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 no later than Sunday, October 28. Once completed, email the entire threaded discussion to Prof. Matini.

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 will send an email to Prof. Matini after CLASS 9 on Wednesday, November 7. This document will be evaluated as a team grade based on a combination of analysis, structure, and format.

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.

Deliverable:

Each team will deliver a 15-minute presentation. Team members must share the speaking time equally.

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

Audience - SVP of Communication

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

Upload slides (PDF) to folder A8 on Google Drive by 12 pm the day before the presentation.

Follow up: Each team will meet with the professor to review both content and delivery style.
Self-Evaluation:
Each team will review their recorded presentation and fill out a self-evaluation template. Each recorded presentation will be available on A8 (Google Drive).
The self-evaluation Word document is available in the “Presenting” folder (Google Drive).
Upload the self-evaluation Word document to folder A8 (Google Drive) by Sunday, November 18.
Label the self-evaluation Word document: Team Name-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?

Readings/reference (all available on NYU Classes/Readings):
- Prof. Cees van Riel, speaking about stakeholder communication strategies
- The Edelman Company’s Trust Barometer
- Prof. Elliot Schreiber on corporate reputation
- Harris Poll Reputation Quotient

Deliverable:
Submit a 1-page Word document in standard business document format.
Upload the Word document (no PDF) to folder A9 on Google Drive by Sunday, December 2.
Assignment 10: Quizzes
Task:

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 points. They will be short and I strongly recommend that you stay up to date on all assigned readings.

Quiz #1 - CLASS 7 (October 17)
Quiz #2 - CLASS 13 (December 5)

Assignment 11: Team Presentation #4: Final Presentation
Deliverable:

Each team will deliver a 15-minute presentation. Team members must share the speaking time equally. Use visual aids, but avoid using dense text slides. Think visually, not verbally on your slides.

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.

Audience - 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.

Upload slides (PDF) to folder A11 on Google Drive by 12 pm the day before the presentation.

Follow up:

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

Self-Evaluation:

Each team will review their recorded presentation and fill out a self-evaluation template.

Each recorded presentation will be available on A11 (Google Drive).

The self-evaluation Word document is available in the “Presenting” folder (Google Drive).

Upload the self-evaluation Word document to folder A11 (Google Drive) by Thursday, December 13.

Label the self-evaluation Word document: Team Name-A11.