Fall 2019 - Organizational Communication and Its Social Context
SOIM-UB.9065.1.003.FALL 2019
Monday 15:00 PM - 17:45 AM
Montughi

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
NYUGlobal Home Email Address: sm4390@nyu.edu
Office Hours: Monday 17:45-18:45pm
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 = 70; Team Points = 30 (team members get the same grade for given assignment).
Assignment 1: Business Document Analysis
Bring document to CLASS 2 on September 9
Assignment due on Sunday, September 15
Points: participation

Assignment 2: Best Team Experience
Assignment due on Sunday, September 22
Points: participation

Assignment 3: Student Lectures
- Global Corporate Citizenship - September 23
- Leadership Is a Conversation - September 30
- Managing Public Issues - October 21
- Strategy & Society - November 11
- The Corporation and Its Stakeholders - November 25
Points: participation

Assignment 4: Team Goals
Assignment due on Sunday, September 29
Points: participation

Assignment 5: Individual Written Email
- Part One: Assignment due after class on Monday, September 30
- Part Two: Assignment due on Sunday, October 6
Points: 10 (individual)

Assignment 6: Team Presentation #1: Company Profile
CLASS 7 (October 14)
Send slides to Professor one week prior
Team Self-Evaluation due on Sunday, October 20
Points: 5 (individual) + 5 (team)

Assignment 7A: Threaded Discussion & Email
Assignment due on Monday, October 21

Assignment 7B: Threaded Discussion & Email
Assignment due after class on Monday, November 4
Points: 5 (team)

Assignment 8: Team Presentation #2: Strategic Issue Response
CLASS 10 (November 18)
Send slides to Professor one week prior
Team Self-Evaluation due on Sunday, November 24
Points: 5 (individual) + 5 (team)

Assignment 9: Written Report on Communication Channels
Assignment due on Sunday, December 1
Points: 10 (individual)

Assignment 10: Quizzes
• Quiz #1 - CLASS 8 (October 21)
  Points: 5 (individual)
• Quiz #2 - CLASS 13 (December 2)
  Points: 5 (individual)

Assignment 11: Team Presentation #3: Final Presentation
CLASS 14 (December 9)
Send slides to Professor one week prior. Matini
Team Self-Evaluation due on Sunday, December 15
Points: 15 (individual) + 15 (team)

Participation
Attendance, class discussion, teamwork
Points: 15 (individual)

Failure to submit 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

Grading Guidelines

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](mailto:nyu.florence.absenceform@nyu.edu)

• 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**

• 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](https://writingcenter.florence.nyu.edu) and submit your working draft or ideas a day in advance to [NYU Florence Writing Center](https://writingcenter.florence.nyu.edu). 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

**CLASS 1 - SEPTEMBER 2, 2019**

Readings: None  
Deliverables: None

**CLASS 2 - SEPTEMBER 9, 2019**

Readings:

*Guide to Presentations* - Chapter 1, Chapter 2  
*Emotional Intelligence* - Chapter 1 - What Emotions Are For? (pp. 3-12)  
*Emotional Intelligence* - Chapter 2 - Anatomy of an Emotional Highjacking (pp. 13-29)  
*Emotional Intelligence* - Chapter 4 - When Smart Is Dumb (pp. 33-45)

Deliverables:
A1 Business Document Analysis
*Bring business document to class*
*Assignment due on Sunday, September 15*

**CLASS 3 – SEPTEMBER 16, 2019**

**Readings:**

Guide to Presentations - Chapter 3, Chapter 4  
A Plain English Handbook (pp. 17-35)

**Deliverables:**

**A2 Best Team Experience**  
*Assignment due on Sunday, September 22*

**Strategic Communication Plan**  
A) PROPOSAL  
1. Executive Summary  
2. Bibliography. The Bibliography must include at least 10 sources per each team member using MLA.

**Email slides to Professor for Student Lecture: Global Corporate Citizenship**

**CLASS 4 - SEPTEMBER 23, 2019**

**Readings:**

Guide to Presentations - Chapter 5, Chapter 6  
A Plain English Handbook (pp. 37-54)

**Deliverables:**

**A4 Team Goals**  
*Assignment due on Sunday, September 29*

**Strategic Communication Plan**  
B) COMPANY PROFILE  
A6: Team Presentation #1: Company Profile  
3. Industry  
4. Value Proposition  
5. Products & Services  
6. Vision, Mission, and Values  
7. Organizational Culture

**Student Lecture DUE: Global Corporate Citizenship**

**Email slides to Professor for Student Lecture: Leadership Is a Conversation**
CLASS 5 - SEPTEMBER 30, 2019

Readings:

Global Corporate Citizenship (Google Drive)

Deliverables:

A5 Individual Written E-Mail
Part One: Send email after class on Monday, September 30
Part Two: Assignment due on Sunday, October 6

Strategic Communication Plan
B) COMPANY PROFILE
A6: Team Presentation #1: Company Profile
  8. Leadership
  9. SWOT Analysis
 10. Strategic Organizational Goals
 11. Financial Summary

Student Lecture DUE: Leadership Is a Conversation

CLASS 6 - OCTOBER 7, 2019

Readings:

Leadership Is a Conversation (Google Drive)

Deliverables:

Strategic Communication Plan
B) COMPANY PROFILE
A6: Team Presentation #1: Company Profile
  12. Internal Communication Channels
  13. External Communication Channels
  14. Target Audiences
  15. Brand Messages

Email slides to Professor for: A6 Team Presentation #1: Company Profile

Student Lecture DUE: Leadership Is a Conversation

CLASS 7- OCTOBER 14, 2019

Readings: None

Deliverables:

A6 Team Presentation #1: Company Profile
Team presentations due today
Team Self-Evaluation due on Sunday, October 20

Email slides to Professor for Student Lecture: Managing Public Issues

CLASS 8 - OCTOBER 21, 2019

Readings:
Managing Public Issues (Google Drive)

Deliverables:

A10 Quiz #1

A7A Threaded Discussion Email
Assignment due after class on Monday, October 21

Student Lecture DUE: Managing Public Issue

FALL BREAK / OCTOBER 28 - NOVEMBER 3

CLASS 9 - NOVEMBER 4, 2019

Readings: None

Deliverables:

A7B Threaded Discussion Email
Assignment due after class on Monday, November 4

Email slides to Professor for student lecture: Strategy & Society

CLASS 10 - NOVEMBER 11, 2019

Readings:
Strategy & Society (Google Drive)

Deliverables:

Strategic Communication Plan
C) STRATEGIC COMMUNICATION
A6: Team Presentation #2: Strategic Issue Response
  16. Public Issues
  17. Stakeholders Map
  18. Stakeholders Analysis
  19. Communication Goals
  20. Target Audiences
  21. Messages
A8 Team Presentation #2: Strategic Issue Response  
*Email slides to Professor*

**Student Lecture DUE: Strategy & Society**

**CLASS 11 - NOVEMBER 18, 2019**

**Readings:** None

**Deliverables:**

A8 Team Presentation #2: Strategic Issue Response  
*Team presentations due today*  
*Team Self-Evaluation due on Sunday, November 24*

**Email slides for student lecture: The Corporation and Its Stakeholders**

**CLASS 12 – NOVEMBER 25, 2019**

**Readings:**

The Corporation and Its Stakeholders (Google Drive)

**Deliverables:**

A9 Written Report on Communication Channels  
*Assignment due on Sunday, December 1*

**Student Lecture DUE: The Corporation and Its Stakeholders**

**CLASS 13 – DECEMBER 2, 2019**

**Readings:** None

**Deliverables:**

A10 Quiz #2

**Strategic Communication Plan**

D) COMMUNICATION MIX

A11: Team Presentation #3: Final Presentation

- 22. Internal Communication Mix
- 23. External Communication Mix
- 24. Budget ($1M)
- 25. Timeline (12 months)
- 26. Measuring

**A11 Team Presentation #3: Final Presentation**  
*Email slides to Professor*
CLASS 14 - DECEMBER 9, 2019

Readings: None

Deliverables:

A11 Team Presentation #3: Final Presentation
Team presentations due today
Team Self-Evaluation due on Sunday, December 15

CLASS 15 - TBA

Guest lecture

**Note: The content of “Class Assignments and Topics” is tentative and subject to change at the Professor’s discretion**

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 business coach and consultant specializing in organizational development, leadership development, team building, and change management.

Stefano has worked with both mid-sized and Fortune 500, especially in the engineering, manufacturing, and pharmaceuticals sectors. Client portfolio includes multinational matrix organizations in the US, EMEA, and APAC regions like Hewlett-Packard, Novartis, Parker Hannifin, Kraft-Heinz, Gucci and Luxottica.

As a Client Partner for MYLIA, he works directly with business and functional leaders to identify competency gaps and design learning development programs to boost business performance.
Stefano believes that most organizational issues result from breakdowns among key stakeholders, which can be effectively solved by improving communication. Stefano is particularly passionate about sustainable leadership to leverage organizational profitability, agility, and credibility while optimizing costs and risks.

As an adjunct professor Stefano teaches Organizational Communication at NYU since 2011. He also teaches Organizational Behavior, Foundations of Management, and Business Communication at Florida State University and the Lorenzo dé Medici Institute.

Stefano holds a Master of Arts in Business Communication from Emerson College and a Bachelor of Arts in Modern Literature, Music & Theatre from the University of Florence, where he graduated with honors.

Stefano is a Professional Certified Coach (PCC) with the International Coach Federation (ICF), and an Associate member of the Chartered Institute of Personnel and Development (CIPD).

**Assignment 1: Business Document Analysis**

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

Label the Word document: First Name Last Name A1

**Deadline: Sunday, September 15, 2019**

**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.

Think about a successful team experience of your past, and respond to the following questions:

- What were the circumstances?
- How did you feel about being part of this team experience?
- How was the synergy among team members?
- What was the outcome?
Deliverable:

Submit a Word document of no more than 500 words that summarizes the combined positive team experiences of all team members.
Upload the Word document (no PDF) to folder A2 on Google Drive
Label the Word document: Team Name A2.

**Deadline: Sunday, September 22, 2019**

**Assignment 3: Student Lectures**

Groups of students will deliver 1-hour lecture pertaining an assigned organizational communication topic. Student lectures count toward class participation. The purpose of the lecture is to create an enticing interactive presentation to fully engage your classmates.

**Preparation:**

Read assigned reading (Google Drive)
Highlight main takeaways from the assigned reading, and have them approved by the Professor
Use quizzes, case studies, questions, videos, in-class exercises
Create slides

**Deliverables:**

Upload your slides to folder “Student Lectures” on Google Drive one week prior your lecture
Deliver an engaging 1-hour lecture that fully engage your classmates

**Deadlines:**

- **Global Corporate Citizenship**  September 23, 2019
- **Leadership Is a Conversation**  September 30, 2019
- **Managing Public Issues**  October 21, 2019
- **Strategy & Society**  November 11, 2019
- **The Corporation and Its Stakeholders**  November 25, 2019

**Assignment 4: Team Goals**

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. 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 300 words that states the goals of the team.
Upload the Word document (no PDF) to folder A4 on Google Drive
Label the Word document: Team Name A4
Deadline: Sunday, September 29, 2019

Assignment 5: Individual Written E-Mail

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.

Write a 300 words email to your boss, the SVP of Corporate Communication. Include a subject line. Upload the email as a Word document (no PDF) to folder A5 on Google Drive

Deadline: After class on Monday, September 30, 2019

Part Two:

You will receive further instructions from the Professor via email on how to complete the assignment.

Deadline: Sunday, October 6, 2019

Assignment 6: Team Presentation #1: Company Profile

Groups of students will research an organization (2019 Fortune 100 Best Companies to Work For) to create a Strategic Communication Plan (SCP), which will be presented by using three formal business presentation. The SCP will also include an Executive Summary and a Bibliography. The Bibliography must include at least 10 sources per team member using MLA.

For A6 Team Presentation #1: Company Profile your team presentation should inform the class about the most important aspects of the organisation you chose. The assignment should incorporate the use of credible information sources, appropriate media resources, and information about the C-suite of the team’s 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.
Audience: Fellow students in the course.
Intents - As a result of this communication the audience will specifically do, think or say: “…

Message - Craft an interesting informative message about your company and provide a context for the class to understand your later presentations. Organize your content for the effective delivery. Your presentation should include basic information such as (do not use the following as a chronological checklist):

- Industry
- Value Proposition
- Products & Services
- Vision, Mission, and Values
- Organizational Culture
- Leadership
- SWOT Analysis
- Strategic Organizational Goals
- Financial Summary
- Internal Communication Channels
- External Communication Channels
- Target Audiences
- Brand Messages

Upload slides (PDF) to folder A6 on Google Drive one week prior the presentation
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 Team Self-Evaluation Word document is available in the “Presenting” folder (Google Drive).
**Upload the Team Self-Evaluation Word document to folder A6 (Google Drive) by Sunday, October 20.**
Label the Team Self-Evaluation Word document: Team Name A6

**Assignment 7: Threaded Discussion & Email**

**Part A – Threaded Discussion**

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

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 Monday, October 21.** Once completed, email the entire threaded discussion to Professor

**Part B – Email**
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.

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 Professor after class on Monday, November 4.** This document will be evaluated as a team grade based on a combination of analysis, structure, and format.

**Assignment 8: Team Presentation #2: Strategic Issue Response**

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.
Assignment 9: Written Report on Communication Channels

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.

Then write a 1-page document (300 words) that address the following questions:

- 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?

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 (300 words) in standard business document format
Upload the Word document (no PDF) to folder A9 on Google Drive by Sunday, December 1, 2019
Label the Word document: First Name Last Name 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.

Quiz #1 - CLASS 8 (October 21)
Quiz #2 - CLASS 13 (December 2)

Assignment 11: Team Presentation #3: Final Presentation

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 effectively the organization is using the communication mix (internal and external communication channels).

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 - You will deliver a presentation for the C-Suite that recommends the ideal communication mix for the organisation. 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 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?

Message:

- Internal Communication Mix
- External Communication Mix
- Budget ($1M)
- Timeline (12 months)
- Measuring

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 one week prior the presentation.

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 Team Self-Evaluation Word document is available in the “Presenting” folder (Google Drive).

Upload the Team Self-Evaluation Word document to folder A11 (Google Drive) by Sunday, December 15, 2019.
Label the Team Self-Evaluation Word document: Team Name A11.