Organizational Communication & Its Social Context
SOIM-UB 9065 F01

Brightspace course site  https://brightspace.nyu.edu/d2l/home/205421

Fall 2022

Please contact florence.academicsupport@nyu.edu if you have trouble accessing the Brightspace site.

Syllabus last updated on: July 22, 2022

Lecturer Contact Information
Stephen Matini
Monday, 5:45 pm - 6:30 pm

Prerequisites
Requires Sophomore, Junior or Senior standing.

Units earned
4

Course Details

- Meeting Days and Times: Monday 3:00 PM - 5:45 PM
- All times are Central European Time (CET). Please note that in Europe, Daylight Saving Time ends Sunday, October 30th 2022 and clocks will be set one hour earlier.
- Location: Rooms will be posted in Albert before your first class.
- COVID-related details: In the interest of protecting the NYU Florence community, we are closely following CDC and local guidance around COVID-19 and adjusting our recommendations and policies accordingly. Your health and well-being are our top priority.

Course Description
Organizational Communication and its Social Context is the second stage of Stern's four year Social Impact Core Curriculum. Business and Society examines the relationships between corporations and society, particularly the social issues that arise from business operations. You’ll also have the opportunity to master business communication in theory and in practice, applying communication strategy to oral and written business assignments. You will work in
teams on live case studies to uncover the socially constitutive importance of leadership in action. This course will enable you to discover and adapt to the dynamically interactive contexts in which individuals, groups, and organizations communicate.

**Course Objectives**
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.

**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 the 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**

Assignment 1: Business Document Analysis  
*Points: 3 (individual)*

Assignment 2: Best Team Experience  
*Points: 3 (team)*

Assignment 3: Student Lectures  
*Points: 6 (team)*

Assignment 4: Team Goals  
*Points: 3 (team)*

Assignment 5: Individual Written Email  
*Points: 5 (individual)*

Assignment 6: Team Presentation #1: Company Profile  
*Points: 5 (individual) + 5 (team)*

Assignment 7 (A + B): Threaded Discussion & Email  
*Points: 5 (team)*
Assignment 8: Team Presentation #2: Strategic Issue Response  
*Points: 5 (individual) + 5 (team)*

Assignment 9: Written Report on Communication Channels  
*Points: 10 (individual)*

Assignment 10: Quizzes  
*Quiz #1 - Points: 5 (individual)  
Quiz #2 - Points: 5 (individual)*

Assignment 11: Team Presentation #3: Final Presentation  
*Points: 10 (individual) + 10 (team)*

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

**TOTAL:** 100 points

Failure to submit any required course component results in the failure of the class.

**NB:** Commitment: A student’s commitment will be evaluated based on active participation, involvement and contribution in the course either remote or in-person.

Contributions include, but are not limited to: class assignments, tasks, discussion boards, office hours, online chat, and/or the viewing of asynchronous course materials and completion of relevant work. If the student is participating remotely in the courses, it is imperative that they communicate regularly with their faculty members.

**Assessment Expectations**

- **Grade A:** The student makes excellent use of empirical and theoretical material and offers structured arguments in their work. The student writes comprehensive essays/exam questions and their 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
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.

Attendance Policy
Studying 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. 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 expected promptly when class begins. Attendance will be checked at each class meeting. Unexcused absences may be penalized with a two percent deduction on the participation component of the final grade for every week’s worth of classes missed. Four unexcused absences in one course may lead to a Fail in that course.

As soon as it becomes clear that you cannot attend a class, you must inform your professor and/or the Academics team by e-mail florence.academicsupport@nyu.edu immediately (i.e. before the start of your class). Absences are only excused if they are due to illness, Moses Center accommodations, religious observance or emergencies. For two or more consecutive days of absences due to health reasons, a doctor's note must be submitted in person or by e-mail to the Academics team.
*Please note that remote attendance will only be considered by the Office of Academic Support if for health reasons you are unable to attend class in person after two consecutive days of absence.*

Regardless of whether an absence is excused or not, it is the student's responsibility to catch up with the work that was missed by getting notes from a classmate or meeting with your faculty member during office hours.

Exams, tests and quizzes, oral presentations, and/or important deadlines that are missed due to illness always require a doctor's note as documentation.

For a detailed explanation of the global attendance policy, see the NYU Florence Attendance Policy Flowchart.

The Global Attendance Policy is posted in the Academic Policies tab in Brightspace, on the NYU Florence Student Portal website, and is posted around campus.
After you have read and reviewed the policies, if there is anything that still needs further clarification or raises a question, please reach out to florence.academicsupport@nyu.edu.

**Final exams**
Final exams must be taken at their designated times. Should there be a conflict between your final exams, please bring this to the attention of the Academics team. Final exams may not be taken early, and students should not plan to leave the site before the end of the finals period.

**Late Submission of Work**
Please refer to Academic Policies in Brightspace.

**Teaching & Learning Philosophy**
Organizational Communication is a highly interactive course. The instructor will use a facilitative-experiential approach to boost discovery and expand students’ awareness of individual and team strengths.

Students’ experiences are at the center of the learning path through self-reflection, sharing, and collaborating with other classmates. The program will boost emotional intelligence, a vital social competency to create satisfying and meaningful relationships with internal and external stakeholders through self-awareness, self-management, and empathy.

**Required Text(s)**
All readings are available online on the NYU Brightspace course site. Hard copies of some textbooks are available for consultation and semester-long loans in the Villa Ulivi Library. Please email florence.library@nyu.edu to reserve a copy. To request scans from books on reserve please fill out the Ulivi Library Book Scan Form.

**Class Assignments**

**Class 1 - September 5, 2022**

**Readings:**
Syllabus

**Deliverables:**
Speech #1 - Something About Me (2-minute)

**Class 2 - September 12, 2022**

**Readings:**
Deliverables:
A1 Business Document Analysis
Speech #2 - Movies, TV Series, Books (2-minute). Self-evaluation due to the next class
Speaker - Select a speech from TED Talk and write an assessment

Class 3 - September 19, 2022

Readings:
Guide to Presentations - Chapter 3
Guide to Presentations - Chapter 4

Deliverables:
Speech #3 - High School Speech (2-minute) - Self-evaluation due to the next class
A2 Best Team Experience
Strategic Communication Plan - 1) Executive Summary 2) Bibliography

Class 4 - September 26, 2022

Readings:
Guide to Presentations - Chapter 5
Guide to Presentations - Chapter 6
Global Corporate Citizenship

Deliverables:
A4 Team Goals
Strategic Communication Plan - 3) Industry 4) Value Proposition 5) Products & Services 6)
Mission, Vision & Values 7) Organizational Culture
Student Lecture #1: Global Corporate Citizenship

Class 5 - October 3, 2022

Readings:
Leadership Is a Conversation

Deliverables:
A5 Individual Written Email - Part One: Send an email after class to Professor
Strategic Communication Plan - 8) Leadership 9) SWOT Analysis 10) Strategic
Organizational Goals 11) Financial Summary
Student Lecture #2: Leadership Is a Conversation

Class 6 - October 10, 2022

Readings:
Deliverables:
A6 Team Presentation #1: Company Profile - Team Self-Evaluation due to the next class
A5 Individual Written Email - Part Two

Class 7 - October 17, 2022

Readings:
None

Deliverables:
A10 Quiz #1

Class 8 - October 24, 2022

Readings:
Managing Public Issues

Deliverables:
A7 - Threaded Discussion Email - Part A
Strategic Comm Plan - 12) Public Issues 13) Stakeholders Map 14) Stakeholders Analysis
Student Lecture #3: Managing Public Issue

Class 9 - October 31, 2022

Readings:
Strategy & Society

Deliverables:
A7 - Threaded Discussion Email - Part B
Student Lecture #4: Strategy & Society

Class 10 - November 7, 2022

Readings:
None

Deliverables:
A8 Team Presentation #2: Strategic Issue Response - Team Self-Evaluation due to the next class

Class 11 - November 14, 2022

Readings:
The Corporation and Its Stakeholders

**Deliverables:**
A9 - Written Report on Communication Channels
Student Lecture #5: The Corporation and Its Stakeholders

**Class 12 - November 21, 2022**

**Readings:**
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:**
Speech #4 - Tell Me Something About You (2-minute) - Self-evaluation due to the next class
Strategic Comm Plan - 18) External Communication Mix 19) Internal Communication Mix

**Class 13 - November 28, 2022**

**Readings:**
None

**Deliverables:**
Speech #5 - Elevator Pitch (2-minute) - Self-evaluation due to the next class
Strategic Comm Plan - 20) Timeline (12 months)

**Class 14 - December 5, 2022**

**Readings:**
None

**Deliverables:**
A11 Team Presentation #3: Final Presentation
Team presentations due today - Team Self-Evaluation due on Sunday

**NO CLASS - December 12, 2022**

**Class 15 - December 19, 2022**

**Deliverables:**
A10 Quiz #2

**Note: The content of “Class Assignments and Topics” is tentative and subject to change**
Your Lecturer
Stephen Matini is an Italian-American consultant and business coach specialized in organizational development. Stephen has been an adjunct professor for Organizational Communication at New York University since 2011.

Stephen believes that most organizational issues result from breakdowns among key stakeholders, which can be effectively solved by improving communication.

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

Stephen 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).

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

Academic Honesty & Plagiarism
As the University's policy on "Academic Integrity for Students at NYU" states: "At NYU, a commitment to excellence, fairness, honesty, and respect within and outside the classroom is essential to maintaining the integrity of our community. By accepting membership in this community, students take responsibility for demonstrating these values in their own conduct and for recognizing and supporting these values in others." Students at Global Academic Centers must follow the University and school policies.

NYU takes plagiarism very seriously; penalties follow and may exceed those set out by your home school. Your lecturer may ask you to sign a declaration of authorship form, and may check your assignments by using TurnItIn or another software designed to detect offenses against academic integrity.

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. It is also an offense to submit work for assignments from two different courses that is substantially the same (be it oral presentations or written work). If there is an overlap of the subject of your assignment with one that you produced for another course (either in the current or any previous semester), you MUST inform your professor.

For guidelines on academic honesty, clarification of the definition of plagiarism, examples of procedures and sanctions, and resources to support proper citation, please see:

NYU Academic Integrity Policies and Guidelines
NYU Library Guides

Inclusivity Policies and Priorities

NYU’s Office of Global Programs and NYU’s global sites are committed to equity, diversity, and inclusion. In order to nurture a more inclusive global university, NYU affirms the value of sharing differing perspectives and encourages open dialogue through a variety of pedagogical approaches. Our goal is to make all students feel included and welcome in all aspects of academic life, including our syllabi, classrooms, and educational activities/spaces.

Attendance Rules on Religious Holidays
Members of any religious group may, without penalty, excuse themselves from classes when required in compliance with their religious obligations. Students who anticipate being absent due to religious observance should notify their lecturer and Office of Academic Support in writing via e-mail one week in advance. If examinations or assignment deadlines are scheduled on the day the student will be absent, the Academics Office will schedule a make-up examination or extend the deadline for assignments. Please note that an absence is only excused for the holiday but not for any days of travel that may come before and/or after the holiday. See also University Calendar Policy on Religious Holidays

Pronouns and Name Pronunciation (Albert and Zoom)
Students, staff, and faculty have the opportunity to add their pronouns, as well as the pronunciation of their names, into Albert. Students can have this information displayed to faculty, advisors, and administrators in Albert, NYU Brightspace, the NYU Home internal directory, as well as other NYU systems. Students can also opt out of having their pronouns viewed by their instructors, in case they feel more comfortable sharing their pronouns outside of the classroom. For more information on how to change this information for your Albert account, please see the Pronouns and Name Pronunciation website.

Students, staff, and faculty are also encouraged, though not required, to list their pronouns, and update their names in the name display for Zoom. For more information on how to make this change, please see the Personalizing Zoom Display Names website.

Moses Accommodations Statement
Academic accommodations are available for students with documented and registered disabilities. Please contact the Moses Center for Student Accessibility (+1 212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance. Accommodations for this course are managed through NYU Florence.

Bias Response
The New York University Bias Response Line provides a mechanism through which members of our community can share or report experiences and concerns of bias, discrimination, or harassing behavior that may occur within our community.

Experienced administrators in the Office of Equal Opportunity (OEO) receive and assess reports, and then help facilitate responses, which may include referral to another University
school or unit, or investigation if warranted according to the University’s existing Non-Discrimination and Anti-Harassment Policy.

The Bias Response Line is designed to enable the University to provide an open forum that helps to ensure that our community is equitable and inclusive.

To report an incident, you may do so in one of three ways:

- Online using the Web Form (link)
- Email: bias.response@nyu.edu
- Phone: 212-998-2277
- Local Telephone: 055 5007277

ASSIGNMENTS

**Strategic Communication Plan**

Groups of students will research an organization to create a Strategic Communication Plan, which will be presented by using three formal business presentations: A6, A8, A11

Please begin your research by browsing Great Place to Work: https://www.greatplacetowork.com/worlds-best-workplaces

The Strategic Communication Plan will include an Executive Summary and a Bibliography. The bibliography will feature at least 25 sources using MLA.

1. Executive Summary
2. Bibliography
3. Industry
4. Value Proposition
5. Products & Services
6. Vision, Mission, and Values
7. Organizational Culture
8. Leadership
9. SWOT Analysis
10. Strategic Organizational Goals
11. Financial Summary
12. Public Issues
13. Stakeholders Map
14. Stakeholders Analysis
15. Communication Goals
16. Target Audiences
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.

Deliverable: Submit a Word document of no more than 200 words that answers these two questions:

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

Upload the Word document to Brightspace (no PDF)

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 to Brightspace (no PDF)

ASSIGNMENT 3: STUDENT LECTURES

Students will conduct a 1-hour lecture pertaining to a specific business topic. The purpose of the lecture is to create a lively experience that fully engages your classmates.
-Global Corporate Citizenship
-Leadership Is a Conversation
-Managing Public Issues
-Strategy & Society
-The Corporation and Its Stakeholders

Preparation:

-Reading: read the chapter you have been assigned
-Mind Map: prepare a mind map of the chapter
-Slides: design slides for your lecture (Powerpoint, Keynotes, Prezi)
-Engagement: create engagement through questions, games, videos
-Takeaway: highlight 3-5 takeaways by using “Key Takeaway” from the assigned chapter

The Power of a Mind to Map: Tony Buzan
https://www.youtube.com/watch?v=nMZCghZ1hB4

A mind map can help you collect, focus, and order all at once. This technique has you:
-Write your general-purpose in the middle of a large sheet of paper and circle it
-Draw branches from the circle to show your main points
-Label those branches with a single word, a brief-phrase or an image
-Add secondary branches off the main ones

Deliverable: The team delivers an interactive and engaging student lecture (1-hour)

Upload the slides to Brightspace (no PDF) one (1) week before your due student lecture

ASSIGNMENT 4: TEAM GOALS

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

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

Deliverable: Submit a Word document of no more than 300 words that states the goals of the team.
ASSIGNMENT 5: INDIVIDUAL WRITTEN EMAIL

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 received 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 300-500 word email to your boss, the SVP of Corporate Communication. Include a subject line.

Upload the Word document to Brightspace (no PDF)

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

ASSIGNMENT 6: TEAM PRESENTATION #1: COMPANY PROFILE

For A6 Team Presentation #1: Company Profile, your team presentation should inform the class about the most important aspects of the organization 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 20-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.

Goal - Provide an overview of your organization.

Audience: Fellow students in the course.
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 effective delivery.

Your presentation should include the following content from the Strategic Communication Plan:

- Industry
- Value Proposition
- Products & Services
- Vision, Mission, and Values
- Organizational Culture
- Leadership
- SWOT Analysis
- Strategic Organizational Goals
- Financial Summary

Upload the slides to Brightspace (no PDF) one (1) week prior to the presentation

Group Self-Evaluation

Each recorded presentation will be available on Brightspace
Each team will review their recorded presentation and fill out a “Presenting Rubric” template available in Brightspace to create a group self-evaluation

Upload the group self-evaluation to Brightspace (no PDF)

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 sends an email 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 a consensus on the issues discussed.

**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 a high skim value means that one can gain a large amount of information from a text by skimming it.)

This document will be evaluated as a team grade based on a combination of analysis, structure, and format.

**Deliverable:** Email the complete email thread to the Professor

**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 responds 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 20-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.
Goal - To persuade your audience that your issue-response plan will be strategically sound and tactically address critical stakeholders.

Audience - SVP of Communication

Your presentation should include the following content from the Strategic Communication Plan:

- Public Issues
- Stakeholders Map
- Stakeholders Analysis
- Communication Goals
- Target Audiences
- Messages

Upload the slides to Brightspace (no PDF) one (1) week prior to the presentation

Group Self-Evaluation

Each recorded presentation will be available on Brightspace
Each team will review their recorded presentation and fill out a “Presenting Rubric” template available in Brightspace to create a group self-evaluation

Upload the group self-evaluation to Brightspace (no PDF)

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 its current communication channels (internal and external) 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 (1000 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?
● Each team member will analyze a specific communication channel

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 (300-500 words) in standard business document format

Upload the Word document to Brightspace (no PDF)

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:

QUIZ #1 - CLASS 7
QUIZ #2 - CLASS 14

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 (A8). 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) to enhance your company’s image and reputation.

Goal: Persuade the C-Suite to accept your recommendations about the most appropriate communication channels to leverage organizational reputation.
Audience - Keep in mind 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.

Messages: Your recommendations to the C-suite should be based on how you answer the following questions, which were the basis for Assignment 9:

- 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?
- Include the content each team member researched for A9 (Written Report on Communication Channels) in the final presentation.

Your presentation should include the following content from the Strategic Communication Plan:

- External Communication Mix
- Internal Communication Mix
- Timeline (12-month)

Each team will deliver a 20-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.

Upload the slides to Brightspace (no PDF) one (1) week prior to the presentation

Group Self-Evaluation

- Each recorded presentation will be available on Brightspace
- Each team will review their recorded presentation and fill out a “Presenting Rubric” template available in Brightspace to create a group self-evaluation
- Upload the group self-evaluation to Brightspace (no PDF)