Location: NYU London

Class code: SOIM-U89065

Instructor Details:
Michal Chmiel
Office hours: (by appointment only)

Class Details:
Organisational Communication & Its Social Context

Prerequisites:
Materials as supplied by Stern.

Class Description:
Seminar style with tutor input, discussion in both small groups and in plenary

Desired Outcomes:
An understanding of business communication theories
An understanding of the social impact of business by examining socially responsible organisations
Understanding the relationship between corporations and their stakeholders in interactive ways. Practical applications will include:

• informative, persuasive & collaborative presentation and documents
• successful team communication and leadership
• effective management of times, tasks and outputs.
Assessment Components

Assessment is continuous and is a series of 8 small assessments (some group, some individual) run throughout the module which together will amount to 100%. The final grade will be allocated in the following percentage:

Individual grades = 50%
Team grades = 50%

Assessment schedule
Ass 1: Document 1: Analysis/Report in preparation for Team Presentation 1 (detailed instructions to be found in NYU Classes (Ind, 8)
Ass 2: Team presentation 1: Landscape assessment – Intro to your company (8 minutes) (Team, 9)
Ass 3: Planning documents for Team Presentation 2 (Ind, 5)
Ass 4: Review Session on Assignment 7 with dr. Chmiel (Ind, 2, Team, 2)
Ass 5: Team Presentation 2: Assess your company’s reputation (15 minutes incl. Q/A, Ind, 8, Team, 13)
Ass 6: Strategic Brief (Ind, 4, Team, 9)
Ass 7: Final team presentation (3): Recommend an action/strategy and a communication strategy to improve/maintain your company’s reputation as a socially responsible global citizen (20 minutes including Q/A) (Ind, 9, Team, 14)
Ass 8: Final individual document - Write an editorial on your company’s CSR/sustainability existing programme (Ind, 11)

Ass 9: class participation, attendance, discussion, reviews, quizzes, teamwork throughout the semester (6 marks individual)

Total = 100

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

Assessment Expectations

Grade A: Full mastery of the topic, excellent work of the highest standard
Grade B: Generally good command of topics with a few areas for minor improvement
Grade C: Generally satisfactory work with some areas identified for improvement
Grade D: Reasonable work but containing some areas which may require major improvement
Grade F: Work which requires significant improvements in a number of areas

Required Text(s)
Articles from various texts
Available online under the resources tab in NYU Classes in a folder, “Links to Required readings”

Supplemental Text(s) (not required to buy)

Supplemental Internet Resources
www.businessweek.com
www.ftonline.com
www.prdaily.com/
www.eonline.com/
Session 1

Introduction to organizational communication - Social Landscape of an Organisation

Read: *The Corporation and its Stakeholders (in NYU Classes under Required Reading)*

Watch: You Tube 17 min. video with Prof. Matt Koschmann of University of Colorado explaining the constitutive approach to organizational communication.

https://www.youtube.com/watch?v=eSoXygLGMuY

Additional (not required readings):


- Explanation of course outline, grading, assignments, expectations and participation options
- Why study organizational communication in social context? Are there other contexts?
- How did the study of organizational communication evolve?

Group Task:

Social landscape assessment – The Developer Case Study

Session 2

Strategic corporate communication

Read: Managing Public Issues and Stakeholder Relationships *(in NYU Classes under Required Reading)*

Watch: the video of Prof. Cees van Riel on the Alignment Factor

https://www.youtube.com/watch?v=SUhkeEZbU9uY

Additional (not required readings):


- What is communication strategy?
- How does communication strategy align with business strategy?
- From internal to external communication
- Goals, objectives and measures in corporate communications

Group Task:

Strategic message decoding

Session 3

Intro to Business writing

- Application of T+AIM to Writing
- Document Design
- Plain English for editing
- Micro and macro editing

Group Task:

- Strategic Brief

End of this week: Choose the company you will be working on for the rest of the course

Session 4

Media Relations & Writing for media purposes

Read:


• Journalists as gatekeepers and stakeholders
• Different needs of different media
• Media cycle
• The language of different audiences

Group task: Press Release Writing

Session 5  
**Business presentations: (Plan and Structure & Delivery)**

Additional (not required) readings:

• Effective delivery techniques
• Storyboard
• Planner with audience analysis
• How to develop and deliver the Big Idea for an effective presentation
• Using storyboards and planners

Assignment 1 due.

Session 6  
**Effective business presentations: Presenter’s image**

Additional (not required) readings:

• Dealing with stage fright
• Demythologising nonverbal communication
• Neuroergonomics of presentations

**Individual Task:**
Public Speaking Training Session

Session 7  
**Company story and landscape assessment: Team presentation 1**

Presentations
- Team 5
- Team 4
- Team 3
- Team 2
- Team 1

Assignment 2 due.

Session 8  
**Corporate Reputation and Image**

Read: Managing Public Issues (in NYU Classes under Required Reading)
Additional (not required) readings:

• Introduction to tools forBenchmarking Image and Reputation of a company within an industry.
• Identifying and weighting criteria for an integrated approach to corporate communication strategy and organizational messaging
Session 9

**Celebrity stakeholder’s endorsement – working with entertainment industry**

Read:

- Celebrity endorsement – when and how it works
- Choosing the right person for your business

**Group task:**
Celebrity endorser mapping

Assignment 3 due next day

Session 10

**Teams and Organisations**

Read: Issues Management *(in NYU Classes under Required reading)*.
Simulation game: Chocolate Factory

- Why does 21st century global business prefer the team approach?
- How to manage a good team experience in Org. Com.

Benefits and downsides of working in groups

Session 11

**Effective Execution of Corporate Communication**


- Psychology of persuasion and attitude change
- Language techniques supporting effective corporate communication

Assignment 4 due this week

**Corporate Reputation Audit: Team presentation 2**

- Team 1
- Team 2
- Team 3
- Team 4
- Team 5

Assignment 5 due

Session 12

**Social Responsibility and Corporate Reputation**

Read: Chapter 7, Global Corporate Citizenship *(in NYU Classes under Required reading)*. Strategy and Society *(in NYU Classes under Required reading)*.


Additional (not required) readings:

- Understanding and evaluating CSR/Corporate Citizenship
• Intro to Corp. Sustainability, issues, concerns and strategies
• CSR on a societal level – how companies shape attitudes, society and culture

**Session 14**

Presentation 3 – Practice session

• Rehearsal, Coaching, Final Preparation
• Practice with Q/A - most frequently asked questions in all presentations.

Assignment 6 due

**Session 15**

Action/Strategy Improving Company’s Image: Team Presentation 3

• Final Presentations
  - 4
  - 2
  - 5
  - 1
  - 3

• Individual & Team Peer Course Review
• Final questions for assignment 8

Assignment 7 due

**Your Instructor**

He is a social psychologist and researcher. Currently holds a position of a Senior Lecturer in Communication & Media (Public Relations) and PR BA (Hons) Course Leader at the University of the Arts London. In his applied line of research he compares advertising and public relations messages to identify how both types of communication work in unison to produce the most favourable consumer attitudes and influence buying behaviour. As a public relations practitioner, he has some more than 14 years’ experience in successfully incorporating social psychological evidence into PR and communications projects for multinational companies and public figures.

NYU GLOBAL ACADEMIC POLICIES

Policies and procedures for Global Academic Centres, including policies on academic integrity and the Study Away Standard, can be found here: https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/student-services.html

Absences: Key information on NYU London’s absence policy, how to report absences, and what kinds of absences can be excused can be found here: http://www.nyu.edu/london/academics/attendance-policy.html

NYU London work submission policies can be found here: http://www.nyu.edu/london/academics/academic-policies.html

Classroom conduct: Academic communities exist to facilitate the process of acquiring and exchanging knowledge and understanding, to enhance the personal and intellectual development of its members, and to advance the interests of society. Essential to this mission is that all members of the University Community are safe and free to engage in a civil process of teaching and learning through their experiences both inside and outside the classroom. Accordingly, no student should engage in any form of behaviour that interferes with the academic or educational process, compromises the personal safety or well-being of another, or disrupts the administration of University programs or services.

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