

MKTG 4881
LEADERSHIP COMMUNICATION

SUMMER 2017

Course Instructor:	Dr. Susan Hall Webb
Course Number/Section/ Meeting Times:	MKTG 4881-E01 (CRN: 51144) Credit Hours: 3.0 = 36 days (65 minutes per day)
Class Meeting Times:	CourseDen--INTERNET-BASED COURSE
Office Location:	Richards College of Business – Miller Hall 2311 (upper level)
Office Phone:	(678) 839-4841 ** Summer Contact Phone: 404.490.1246
E-Mail:	swebb@westga.edu
Office Hours:	**Summer Office Hours: By Appointment/Email/Google Hangout**

Prerequisites...

ABED 3100; Minimum Grade: C

What resources you will need...

Required Textbooks: Carnegie, D. (1990). **How to Enjoy Your Life and Your Job**. Mass Market Paperback. ISBN 978-0-67-17087269 (224 pages)

Maxwell, John C. (2007). **The 21 Indispensable Qualities of a Leader**. Nashville, TN: Thomas Nelson Publishers. ISBN 0-7852-7440-5 (155 pages)

Patterson, K., Grenny J., McMillan, R., & Switzler, A. (2013). **Crucial Conversations: Tools for Talking When Stakes are High (2nd Edition)**. New York, NY: McGraw-Hill Publishers. ISBN 987-0-07-177132-0 (272 pages)

Other Requirements: **Microsoft Office 365** (Upload for FREE from www.westga.edu/its)
Microsoft PowerPoint 2013 or 2016 (If you do not have this version, upload Microsoft Office 365 from www.westga.edu/its)
Webcam for Google Hangouts and Office Mix (Team Project)

What is this course about?

This course is designed to introduce students to leadership perspectives and the role communication plays in effective leadership and management strategies. The objectives of the course are as follows:

- Acquaint the student with leadership and communication theories.
- Improve the student's ability to comprehend communication research articles and to synthesize areas of research.
- Create an awareness of the interaction between theorists in communication who are associated with leadership research.
- Develop student awareness with and ability to examine, understand, and interpret effective leadership communication in an organization.
- Examination and application of conflict theory, communication theories, and application assignments.
- Communication skills of writing, speaking, and listening will be developed through written assignments, case studies, and discussion board topics.

What you'll need to do to succeed...

- **Attend class.** My attendance policy is **strict** based on the fact that this is a course about “communicating”... due to the fact this is an online class, you can expect to communicate through writing and speaking assignments each day during this summer session.
- **Professionalism.** You are expected to communicate in a professional manner during speaking and writing assignments. This includes using proper English, grammar, formatting, and spelling on all correspondence and assignments including emails. **Points will be deducted for not using proper English language arts skills.** NOTE: Throughout the course, you will be completing grammar and punctuation building activities to help support and enrich your knowledge and how you apply it to your writing and speaking skills.
- **Hand in professional documents.** Type all documents using MS Word using black fonts (unless the assignments indicate using another application or color font). Use an appropriate document format and *unjustified* text. Use APA style format as directed for citations. Assignments must be saved with **.docx** extension. Student work should display the correct spelling, punctuation, and grammar rules for all assignments or points will be deducted.
- **Deliver professional presentations.** Although this is an online course, you will be expected to deliver speaking assignments using your webcam on your computer and/or video function through your phone (on some assignments). When you do complete a speaking assignment, you will need to dress in “business professional” clothing—see photo to the right for **minimum** dress requirements.
- **Meet every deadline.** Turn in all writing assignments on the dates specified on CourseDen. You will earn a “0” for missing the deadline of an assignment/activity or failing to deliver your speaking assignments as scheduled. If you miss a deadline due to a *verifiable* emergency, contact me at swebb@westga.edu or 404.490.1246 immediately, and I will consider a make-up or alternate assignment based on the circumstances (a late penalty may apply).
- **Follow these policies.** As a member of this class, you agree to abide by the policies stated in this syllabus. Asking me to make an exception to these policies breaches our social contract as a group, so please resist the temptation to request special consideration.



What you can expect in each class...

Students will be expected to participate daily through class discussions, reading from the text, developing and delivering a various projects, engaging in CourseDen online assignments, presenting orally, analyzing research, and preparing business communication documents.

Important UWG Policies...

Common Language for Course Syllabi. Please carefully review the information at the following link. The document at this link contains important information pertaining to your rights and responsibilities in this class. <http://tinyurl.com/UWGSyllabusPolicies>

Credit Hour Policy (3 credit hours): For thirty-six (36) days, students in this class will generally spend 65 minutes per day with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom every week or five (5) days. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

Course Withdrawal. Refer to the UWG Undergraduate Catalog for specific instructions on the “Withdrawal Policy.” Students who do not “officially” withdraw from the course will receive a “failing” grade.

Academic Honor. UWG students are expected to achieve/maintain the highest standards of academic honesty and excellence. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, Academic Dishonesty). Students who breach the Academic Dishonesty guidelines will receive a “failing” grade in the course.

Honors Credit: Students eligible for honors credit for this class must notify the instructor during the first week of class. No honors credit will be approved after the first week. Once honors credit is approved, it is the student’s responsibility to contact the instructor at the beginning of the semester to request the instructions and deadline for the special honors project.

When there is an online class, what can be expected?

Each day for your online class, you will need to go in and complete all the activities for the various modules; there will always be a weekly “Leadership Communication Blog” that you will need to complete prior to midnight of each Sunday. All assignments will be due on the noted deadline no later than 11:59 p.m. **You should expect to spend the SAME amount of time online as you would in a class conducted on the campus (65 minutes per day).** Please be sure you plan and include at least 65 minutes each day for your online class. The online classes will vary each day and will consist of reading assignments, interactive assignments, PowerPoint presentations, video lectures, activity worksheets, threaded discussion forums, etc. for you to do asynchronously. The directions will be clear and you will need to follow the directions for each online class. **NOTE: If you have questions or want to email the professor, please do NOT use CourseDen mail function, but email directly at swebb@westga.edu.**

What assignments will need to be completed?

The following assignments will measure your understanding of and ability to apply course concepts to accomplish the learning objectives established for this course. Assignments that are to be completed individually are to be completed 100 percent on your own and without assistance from others. Refer to the PROJECTS folder on CourseDen for each assignment’s expectations and requirements.

	POINTS	WEIGHT
PARTICIPATION		30%
Leadership Communication Blogs (weekly)	180 points	
Online Activities & Assignments	120 points	
	TOTAL POINTS: 300	
PROJECTS:		50%
Leadership Qualities Top 10 Reflection Report	100 points	
Critical Concepts for Crucial Conversations Presentation	150 points	
How to Enjoy Your Life & Your Job Public Service Announcement	150 points	
Leadership Communication Presentation Video Critiques	100 points	
	TOTAL POINTS: 500	
COURSE ASSESSMENTS:		20%
Final Exam: Short Answer Essays on Leadership Communication	200 points	
	TOTAL POINTS: 200	
TOTAL POINTS/PERCENTAGE:	1,000 points	100%

How will I be graded?

You can earn up to the total amount of points listed above for each assignment/activity. The assignments are weighed according to the percent each represents toward your final grade.

UWG GRADING SCALE	
A=	90-100
B=	80-89
C=	70-79
D=	60-69
F=	59 -