

**STRATEGIC COMMUNICATION
MSMG-60415, SECTION 3
FALL 2023**

Time/location:

Tuesday and Thursday
Mendoza 160
12:30 to 1:45 p.m.

Instructor:

Patrick Gibbons
pgibbons@nd.edu
919-306-4083 (mobile)

Office Hours:

Flexible by appointment (Zoom or in person)

GOALS

After this course, students should:

- Understand communication strategy and its connection to business strategy.
- Appreciate the importance of strategic communications in achieving business goals.
- Identify resources to support writing and speaking assignments.
- Understand ethical dimensions of strategic communication.
- Demonstrate competence in business writing and presenting business information.
- Identify individual communication strengths and weaknesses.

BOOKS

Duarte, Nancy. [HBR Guide to Persuasive Presentations](#). Boston, MA. 2012.

Garner, Bryan, A. [HBR Guide to Better Business Writing](#). Cambridge, MA. 2013. (Also available in hard copy in the Mendoza library reserve).

Heinrichs, J. [Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion, 4th edition](#) New York, NY, 2020.

COURSE EXPECTATIONS

- Attend class and participate in discussions.
- Complete assigned readings and be prepared to discuss materials.
- Turn in assignments and present materials as scheduled.
- Have fun learning alongside other business professionals.

ASSIGNMENTS AND GRADE WEIGHTS

Writing: Strategy Recommendation Memo.....	10%
Speaking: Business Summary.....	10%
Writing: Strategic Business Proposal.....	20%
Speaking: Strategic Business Proposal.....	20%
Classroom Participation and Professionalism.....	20%
Final Examination.....	20%

COURSE POLICIES AND STANDARDS

Deadlines. There are no automatic extensions for missed due dates. If you have a challenge meeting an assignment date, please contact me in advance.

Absences. Your presence in class and participation in discussions is important, as the material covered in class will appear on the final exam. If you are unable to attend a class, please inform me in advance if possible.

Grading. This is largely a performance-oriented course, with grades determined by your writing and presentation skills along with participation in class discussions and the final exam. There is no grading curve, but Mendoza grading guidelines do not allow any course section to exceed an average 3.6 GPA. If you receive a grade of C or lower on a writing assignment, you may request to re-write the assignment for a grade no higher than one letter above the original grade.

Appeals. Students who want to discuss a deadline or grade should contact me first. Subsequent appeals may be directed to the associate dean for MBA programs and, from there, to the dean of the college.

Resources. We aim to remove barriers to learning at Notre Dame, including those of students with physical, emotional, or other learning disabilities. Students who have such conditions should register with Sara Bea Accessibility Services (supportandcare.nd.edu), if they have not already done so, and should also let me know about any necessary accommodation.

Honor Code. While much of the in-class work is collaborative, graded assignments must be completed individually by students. Plagiarism will lead to disciplinary action. For questions, see the *University of Notre Dame Graduate Business Honor Code* and its precepts as a guide.

Use of Artificial Intelligence Tools. We will use AI tools such as Chat GPT for in-class activities to explore their ethical use and limitations. Except for Grammarly and spell check, the use of AI tools is otherwise prohibited for graded assignments.

SCHEDULE

WEEK 1

Tuesday, Aug. 22

Course Overview

Thursday, Aug. 24

Read Ahead: **HBR Guide to Better Business Writing, Introduction and Section 1**

Intro to Strategic Communication

WEEK 2

Tuesday, Aug. 29

Read Ahead: **HBR Guide to Better Business Writing, Sections 2 and 4**

Small Words Essay (in files folder under readings)

Business Writing 1: Format and Style

Thursday, Aug. 31

Business Research Resources (meet in the lower-level Mendoza library)

WEEK 3

Tuesday, Sept. 5

Read Ahead: **HBR Guide to Better Business Writing, Sections 3**

Business Writing 2: Framing, Tone, and Usage

Writing to Analyze and In-Class Case Study Analysis

Thursday, Sept. 7

Read Ahead: **HBR Guide to Persuasive Presentations, Introduction and Section 1**

Effective Business Presentations

WEEK 4

Tuesday, Sept. 12

Read Ahead: **HBR Guide to Persuasive Presentations, Sections 5 and 6**

Nonverbal Communications

Thursday, Sept. 14

Guest Speaker - Scott Jackson, Executive Director of Shakespeare at Notre Dame

Friday, Sept. 15 – Writing Assignment #1 (Business Decision Memo) Due

WEEK 5

Tuesday, Sept. 19

Business Summary Presentations

Thursday, Sept. 21

Business Summary Presentations

WEEK 6

Tuesday, Sept. 26

Business Summary Presentations

Thursday, Sept. 28

Business Summary Presentations

WEEK 7

Tuesday, Oct. 3

Guest Speaker - Col. Chris Devine, Dep.Dir., Marine Corps Strategic Communication

Thursday, Oct. 5

Job Search Communication Techniques

WEEK 8: NO CLASSES – ‘GROW IRISH WEEK’

WEEK 9: NO CLASSES – FALL BREAK

WEEK 10

Tuesday, Oct. 24

Read Ahead: **Ted Levitt HBR Classic on Marketing Myopia** (Canvas reading files section)

Innovation and Competitive Advantage

Thursday, Oct. 26

Guest Speaker – Brodie Bertrand, CCO Grainger

WEEK 11

Tuesday, Oct. 31

Communication Ethics

Thursday, Nov. 2

Writing and Speaking to Persuade

WEEK 12

Tuesday, Nov. 7

ESG Communications

Thursday, Nov. 9

TBD (Guest Speaker or Media Relations)

Friday, Nov. 3 – Writing Assignment #2 Due

WEEK 13

Tuesday, Nov. 14

Read Ahead: **Thank You for Arguing, Chapter 29 (briefly review Chapters 1-6)**

Guest Speaker – Jay Heinrichs, author of *Thank You for Arguing*

Thursday, Nov. 16

How to Deliver Bad News and Apologize

WEEK 14

Tuesday, Nov. 21

Crisis Communications

Thursday, Nov. 23 – NO CLASS (THANKSGIVING BREAK)

WEEK 15

Tuesday, Nov. 28

Business Proposal Presentations

Thursday, Nov. 30

Business Proposal Presentations

WEEK 16

Tuesday, Dec. 5

Business Proposal Presentations

Thursday, Dec. 7

Business Proposal Presentations

WEEK 17

Tuesday, Dec. 12 – **FINAL EXAM**