

# Course Outline for CMST 480: Dynamics of Org Comm

**Fall 2018** | Communication Bldg. 1006: M/W/F, 2.00 – 2.50 p.m.

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 (see [craingengstrom.ninja/contact](http://craingengstrom.ninja/contact) for ways to  
 contact me)

**A.** Course Policies and Details: [craingengstrom.ninja](http://craingengstrom.ninja)

**B.** Social: @ [CraigEngstrom](https://twitter.com/CraigEngstrom) | [linkedin.com/in/craingengstrom](https://www.linkedin.com/in/craingengstrom)

**C.** Course Schedule (Tentative)

## Important Milestones

Week 1.	8.20:	Welcome / Getting Started
Week 2.	8.27	Networks, Scientific Management, and Persuasion
Week 3.	9.3:	Networks, Scientific Management, and Persuasion
Week 4.	9.10:	Humanistic Approach and Power of Talk
Week 5.	9.17:	Humanistic Approach and Power of Talk
Week 6.	9.24:	Systems, Culture, & Silence
Week 7.	10.1:	Systems, Culture, & Silence
Week 8.	10.8:	Socialization, Relationships, & Conversations
Week 9.	10.15:	Socialization, Relationships, & Conversations
Week 10.	10.22:	Leadership, Team Mang. & Impression Management
Week 11.	10.29:	Leadership, Team Mang. & Impression Management
Week 12.	11.5:	Managing Conflict (NCA)
Week 13.	11.12	Managing Crisis and the Science of Persuasion
Week 14.	11.19:	Thanksgiving
Week 15.	11.26:	Celebrating Diversity, Inclusion, & Ideas
Week 16.	12.3:	Celebrating Diversity, Inclusion, & Ideas
Finals.	TBD:	Final Exam

### In-Class Cases

- Case 1 \_\_\_\_\_
- Case 2 \_\_\_\_\_
- Case 3 \_\_\_\_\_
- Case 5 \_\_\_\_\_
- Case 7 \_\_\_\_\_

### Individual Cases

- Case 4 \_\_\_\_\_ (Paper)
- Case 6 \_\_\_\_\_ (Blog)
- Case 8 \_\_\_\_\_ (Exam)

### Graduation Students

Graduate students will be treated as co-facilitators and complete independent study coursework; they will write a case study for publication or a *Communication Teacher* article with a relevant theme.

## D. Activities and Assignments

Activities / Assignments	% of Final Grade
Pre-Case Activities	35%
Case Presentations	20%
Independent Cases	45%
Extra Effort	(+10%)
	<hr/> 100% <hr/>

**Pre-Case Activities.** You're expected to read and come to class prepared to discuss the readings. There will be a standard format that you will complete as you work through the readings and cases. This will generate about 1.5 pages of single-spaced writing for each. You are required to do this for six of the eight cases, though you are encouraged to do this for all of them. You will be graded on writing quality, analytical rigor, and participation in discussion. **This is a reading intensive course, most of the learning comes from reading and discussion. You will read and work ahead when you're not assigned to present.**

**Case Study Presentations.** You will rotate into different teams for presentation of cases. If you do the pre-case activities and delegate responsibilities, then you should not have to meet outside of class to complete this activity. You will be graded solely on the portion of the presentation that you have been assigned. More details are provided in the prompt.

**Independent Cases.** You will write three separate cases on your own. These will be in the format of a case analysis (approximately six pages double-spaced), a blog post (approximately 1.5 pages, single-spaced), and a written exam (approximately 1.5 pages single spaced). Follow the guidelines provided in the additional readings and prompt.

**Attendance Policy.** Read [craigengstrom.ninja/attendance-policy.html](http://craigengstrom.ninja/attendance-policy.html) for grade reward and grade penalty policy. Note that I am using +/- grading.

### Additional Notes

When emailing, use the following format:

Email subject line = **CMST 480: *Something specific or informative*** (Example = CMST 480: Case Study Question)

When submitting attachments or assignments electronically, use the following format:

**EngstromC-Assignmentdetails.docx** (or .rtf).

(Replace my name with your name and assignment details with appropriate information.)

## Readings

### Week 1. On Case Studies (8.20)

- Introductions
- How to read and analyze a case
- Practice case

### Week 2. Networks, Scientific Management, and Persuasion (8.27)

- Theory: Brewer & Westerman, Chapter 1 & 2
- Practical: *HBR*, Change the Way You Persuade
- Case 1: TBD

### Week 3. Networks, Scientific Management, and Persuasion (9.3)

- Case 1 Presentation
- Case 1 Presentation
- Case 1 Debrief

### Week 4. Humanistic Approach and Power of Talk (9.10)

- Theory: Brewer & Westerman, Chapter 3
- Practical: *HBR*, Power of Talk
- Case 2: TBD

### Week 5. Humanistic Approach and Power of Talk (9.17)

- Case 2 Presentation
- Case 2 Presentation
- Case 2 Debrief

### Week 6. Systems, Culture, & Silence (9.24)

- Theory: Brewer & Westerman, Chapter 4–5
- Practical: *HBR*, Is Silence Killing Your Company?
- Case 3: TBD

### Week 7. Systems, Culture, & Silence (10.1)

- Case 3 Presentation
- Case 3 Presentation
- Case 3 Debrief

### Week 8. Socialization, Relationships, & Conversations (10.8)

- Theory: Brewer & Westerman, Chapter 6–7
- Practical: *HBR*, Taking the Stress out of Stressful Conversations
- Case 4: TBD

### Week 9. Socialization, Relationships, & Conversations (10.15)

- Case 4 Discussion
- Case 4 Work Day
- Case 4 Individual Paper Due

### Week 10. Leadership, Team Management, & Impression Management (10.22)

- Theory: Brewer & Westerman, Chapter 8–9
- Practical: *HBR*, The Five Message Leaders Must Manage
- Case 5: TBD

**Week 11. Leadership, Team Management, & Impression Management (10.29)**

- Case 5 Presentation
- Case 5 Presentation
- Case 5 Debrief

**Week 12. Managing Conflict (11.5)**

- Theory: Brewer & Westerman, Chapter 10
- Practical: Metaphors & Conflict
- Case 6: TBD (Blog post)

**Week 13. Managing Crisis and the Science of Persuasion (11.12)**

- Theory: Brewer & Westerman, Chapter 11
- Practical: Harnessing the Science of Persuasion
- No class

**Week 14. Vacation (11.19)**

- No class

**Week 15. Celebrating Diversity, Inclusion, & Ideas (11.26)**

- Theory: Brewer & Westerman, Chapter 12
- Practical: How to Pitch a Brilliant Idea
- Case 7: TBD

**Week 16. Celebrating Diversity, Inclusion, & Ideas (11.26)**

- Case 7 Presentation
- Case 7 Presentation
- Case 7 Debrief

**Week 17. Final Exam**

- Case 8: Final Written Exam (Materials, except case, provided in advance)