



## General Course Information

**Instructor:** Rob McLean  
*Email* mclean01@uoguelph.ca  
*Office Location* MINS 213E  
*Office Hours* Tuesdays & Thursdays, 1pm – 2:20pm, or by appointment  
*Department/School* Marketing and Consumer Studies

**TA** Khalid Khwakhuzhai  
*Email* kkhwakhu@uoguelph.ca

**Class Schedule:** **Wednesday 7:00 – 8:50pm (203, 204)**  
**Thursday 7:00 – 8:50pm (101, 102)**  
**Seminars: Friday, 9:30-10:20 (203); 10:30-11:20 (102); 1:30-2:20 (101); 2:30-3:20 (204)**

**Pre-requisites:** 4.00 credits including [MCS\\*1000](#)

## Course Description

This course provides an overview of business by reviewing and discussing key issues such as business communication, ethics, civility and globalization, and the components of a business plan. Weekly lectures are supplemented by discussions of business cases and assignments designed to introduce students to basic business communications skills (such as developing sound arguments and decision-making). This course also emphasizes the improvement of English language skills and provides information and strategies to accomplish the goal of communicating effectively in a business environment.

## Course Learning Outcomes

This course will help students:

1. Understand the role of internal and external communication in marketing management in a digital age **within the context of maintaining professionalism.**
2. **Anticipate audience needs and expectations**, and tailor communications to them.
3. Learn and apply techniques to **develop strong arguments** and **communicate them clearly, succinctly and persuasively** to achieve clearly set communication objectives.
4. Understand the different forms of **internal and external marketing communication** including memos, reports, and oral presentations.
5. Develop **strategies for researching, planning, writing, and presenting reports** and recommendations.
6. **Avoid common errors** that compromise credibility and/or comprehension.

## Knowledge and Understanding:

This course will further your understanding of the role of marketing management in a business organization by helping you develop skills and strategies for internal and external communication. You will learn to communicate effectively for your own individual career success. You will learn about (and practice) common communication formats, including memos, letters (emails), executive summaries, informal and formal reports, and presentations.

## Discipline/Professional and Transferable Skills:

After having taken this course, you should be able to communicate effectively through various work situations, understanding how the ability to change communication styles can influence a particular situation. You will gain skills that you will be able to use throughout your career in “real life” scenarios. A disciplined approach to seminar work, studying and reading during this course is also fully transferrable to other courses, and to the business world.

## Attitudes and Values:

The course is based on an active 12-week semester. One of the most effective and efficient use of classroom time aims at reinforcing or clarifying what the student has tried to learn on an individual basis before entering the classroom. For this reason, **it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare notes and any questions and/or insights on those readings prior to the class.** These materials will be discussed in class and seminars.

## Indicative Content

The MCS\*2000 CourseLink page is key to this course for grade posting, and as an information centre where you can find *some* course information. However, all class content will not specifically be posted, particularly videos. Students are encouraged to touch base with their peers for class or seminar discussions/lecture or seminar materials if they are unable to attend lectures or seminars. **Attendance and engagement in all classes will greatly enhance your learning and grades.**

### CourseLink:

- Any announcements related to the course that are not made in class will be posted on the “news” board on the course site.
- I may communicate with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis. I can't edit my mailing list to your Gmail/Yahoo etc. account.
- I will only respond to emails sent to mclean01@uoguelph.ca. While I am relatively easy to find online at other locations, I will only respond to internal email.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours (especially over a weekend).
- If your email is inappropriate in its tone or content, or is requesting information that was already clearly discussed in class, I may elect to not respond. Be courteous and professional - practice professionalism in all communication.

## Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date/ Location</b>
<b>Assessment 1:</b>	20%	Four <b>One-Page</b> Written Assignments (5% each)	Applied practice in delivering concise, persuasive, professional communication	Various
<b>Assessment 2:</b>	20%	Mid-term exam	A mix of multiple choice and true/false questions	Oct 18/19
<b>Assessment 3:</b>	15%	Group Presentation	Groups will provide a 10-minute in-class presentation during seminar classes	Oct 27, Nov 3
<b>Assignment 4:</b>	20%	Group Business Report	Groups will submit a written Business Report	Nov 22/23
<b>Assessment 5:</b>	25%	Final Exam	A mix of multiple choice and true/false questions	TBD
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<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices (*as appropriate*)

### Lectures and Seminars

While there is no participation grade associated with this course, attendance and participation may contribute greatly to your overall grade. Actively learning to communicate with peers and instructors will help you to achieve the learning objectives of this course. Students who attend and actively participate in lectures/seminars have a distinct academic advantage over those who do not. There will be very limited website posts regarding in-class or seminar discussions/content, so students will be expected to consult with their peers if they miss lectures or seminars. **Material discussed in class will appear on exams** so students should attend all scheduled lectures and seminars.

## Course Resources

### Required Text:

Shwom, Barbara, Gueldenzoph Snyder, Lisa and Clarke, Liz. ***Business Communication: Polishing Your Professional Presence, First Canadian Edition***. ISBN-10: 0133427668 • ISBN-13: 9780133427660

Additional readings of materials as announced in lectures/seminars.

## Course Policies

### General Policies

1. Lectures, seminars and in-class discussion: Recording of lectures by students is allowed only with the prior consent of the professor. Please understand that in order to communicate effectively, you have to focus and listen – which is impossible while “multitasking” with electronic devices, or chatting with a classmate. Be considerate, pay attention, contribute and participate in class discussions.
2. Assignments: All assignments are noted in the lecture schedule/seminar outline and information concerning assignments will either be posted on CourseLink or will be provided in the lectures/seminars. There are some individual and group assignments required for this course. All groups will comprise of five - eight students (depending on exact class enrolment). Groups will be assigned during the second week of seminars. Students may refer to notes, textbook and dictionaries when completing their assignments.
3. Seminars: Students should attend each scheduled seminar for three main reasons:
  1. Seminars divide the class into manageable groups of approximately 50 students – this is where your active contribution will make the most difference.
  2. Seminar content will elaborate greatly upon lecture content.
  3. There will be group work assigned in the seminars and you are required to work within your own groups to present and submit those assignments as scheduled.

Missing your scheduled seminar cannot be “made up” by attending another seminar.

### Course Policy on Group Work:

Grades for the group project will be adjusted based on peer evaluation forms, to be submitted individually by each group member.

### Grading Policies

Examination: There is one midterm exam and one final exam scheduled for this course. Exams will be derived from the content of the course text, any additional assigned readings, class lectures, seminars and discussions throughout the semester. They will be structured as a mix of multiple choice and true or false questions. The exact format of the exam will be discussed and explained prior to the final exam. The final examination will be cumulative and will cover the entire term’s course content (at the instructor’s discretion). The instructor will NOT be responding to emails requiring the instructor to “confirm” or “outline” content for exams. Exam content will be thoroughly discussed in class, and students will be expected to be responsible for listening and taking appropriate notes.

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses or any other commitment, whatever its nature. You are not permitted to enrol in this course if you have a time conflict with another course. If a personal conflict arises, this is your issue and accommodation will not be made.

A final note on grading policies for this course: your decision to forgo a lecture(s) over some other commitment (be it academic, university athletics or personal) is entirely at your discretion, but please be advised that the choices that you make with your schedule may impact your overall grades.

## University Policies

### Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

### Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <http://www.csd.uoguelph.ca/csd/>

### Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

### Drop date

The last date to drop one-semester courses, without academic penalty, is Thursday, November 3rd. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

## Additional Course Information

### Student Code of Conduct

As a student in the Marketing and Consumer Studies Department, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through ground-breaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives; self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities, etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation. Only legitimate absences (as noted above) will be considered as an excuse for missing lectures resulting in non-participation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone, and laptops). Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately and respectfully, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. **When sending emails to faculty, apply principles of business writing**; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses. We are committed to continuous improvement but need your input to help us decide what to focus on.

## Course Schedule and Key Dates

Introductory seminar: Friday, September 8<sup>th</sup>: Overview of course outline and expectations

Week	Date	Theme	Chapter Reading
1	Sep 13/14	<b>The Foundations of Business Communication</b>	<b>Chapter 1:</b> Successful Business Communication
	Sep 15	• Seminar chapter discussion	
2	Sep 20/21	<b>Analysing Purpose, Audience, Content and Medium</b>	<b>Chapter 2:</b> Managing the Communication Process
	Sep 22	• <b>Written assignment #1 due</b>	
3	Sep 27/28	<b>Understanding Yourself – A Strategic Approach to Communication</b>	<b>Chapter 3:</b> Who am I? Interpersonal Communication Styles
	Sep 29	• Seminar chapter discussion	
4	Oct 4/5	<b>Intercultural Communication and Workplace Diversity / Working With Others – Collaboration and Productivity</b>	<b>Chapters 4 &amp; 6:</b> Who are you? How can we be better together?
	Oct 6	• <b>Written assignment #2 due</b>	
5	Oct 11/12	<b>Communication Tactics</b> • Discuss Group Presentations	<b>Chapter 5:</b> Communication technologies
	Oct 13	• Group Presentations planning • Midterm exam review	
6	Oct 18/19	<b>Midterm Exam written in class</b>	<b>Chapters 1, 2, 3, 4, 5, 6</b>
	Oct 20	• <b>Written assignment #3 due</b>	
7	Oct 25/26	<b>Delivering Information Effectively</b>	<b>Chapter 12:</b> Business Presentations
	Oct 27	• <b>Group Presentations</b>	
8	Nov 1/2	<b>Sharing Information Effectively</b>	<b>Chapter 11:</b> Preparing Business Reports
	Nov 3	• <b>Group Presentations</b>	
9	Nov 8/9	<b>Clarity, Sensitivity, Understanding, and Positivity – And Now, the Bad News</b>	<b>Chapter 9:</b> Communicating Bad-News Messages
	Nov 10	• Seminar chapter discussion	
10	Nov 15/16	<b>Research, Evaluation, Organization, Communication</b>	<b>Chapter 10:</b> Finding and Evaluating Business Information
	Nov 17	• Seminar chapter discussion • Group Business Reports planning • <b>Written assignment #4 due</b>	
11	Nov 22/23	• <b>Sharing routine questions, information, relationships and building goodwill</b> • <b>The Art and Science of Persuasion – Building Influence and Consensus</b> • <b>Group Business Reports due before lecture</b>	<b>Chapter 7 &amp; 8:</b> Routine Messages and Goodwill / Communicating Persuasive Messages
	Nov 24	• Seminar chapter discussion • Final exam review	
12	Sept 7 /Nov 28	Independent chapter reading & review	

**Note:** The schedule of learning activities outline above may require modification from time to time. Any changes will be announced in class and/or on the CourseLink site.