



Department of Marketing and Consumer Studies

MCS\*2000\*01  
BUSINESS COMMUNICATION IN A CHANGING WORLD  
Fall 2011



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**Instructor(s):** Lianne Foti, Assistant Professor, Academic Advisor  
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Office Hours: Mondays and Wednesdays 1:30pm-2:30pm, or by appointment.

**Teaching Assistant:** Scott Connors  
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**Class Times and Location:** **Lecture Mondays 3:30pm -4:20pm THRN, Room 1307**  
**Seminar Tuesdays 3:30pm – 5:20pm MACK, Room 227**

**Course Description and Objectives:**

This course provides an overview of business by reviewing and discussing key issues (such as business communication, ethics and globalization) and the components of a business plan. Weekly lectures are supplemented by discussions of business cases and hand-in assignments designed to introduce students to basic business skills (such as developing sound arguments and decision-making).

**Learning Objectives**

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 marketing communication. You will learn about and practice using common communication formats, including memos, executive summaries, informal and formal reports, and presentations. More specifically, this course will help you:

- Understand the role of internal communication in marketing management.
- Anticipate audience needs and expectations and tailor communication to them.
- Learn and apply techniques to develop strong arguments and communicate them clearly and persuasively.
- Understand the different forms of internal marketing communication including memos, reports, and oral presentations.
- Develop strategies for researching, planning, writing, and presenting reports and recommendations.
- Avoid common errors that compromise credibility and/or comprehension.

**Course Materials and Resources:**

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed through this site. Check this site often.

The required textbook is:

Title: Business Communication Process and Product

Author: Guffey, Rhodes, & Rogin

Edition: Sixth Canadian Edition

ISBN: 0176501592

Publisher: Nelson Education

### Course Schedule and Key Dates: Sec 01

Week	Date	Topic	Pre-Class Activities/Readings	In-Class Seminar Activities & Assessments
1	Lecture Sept. 12 Seminar Sept. 13	Intro to Course Intro to Seminar	Chapter 1	Assign Working Groups & Email Assignment
2	Lecture Sept. 19 Seminar Sept. 20	Communicating in Today's Workplace	Chapter 1 & 7 Canadian Tire Case	Review/Discuss Canadian Tire Case
3	Lecture Sept. 26 Seminar Sept. 27	Communicating in Small Groups & Teams	Chapter 2	Email Assignment Due
4	Lecture Oct. 3 Seminar Oct. 4	Communicating Across Cultures	Chapter 3	Participate in Topic Review Questions
5	Lecture Oct. 17 Seminar Oct. 18	Virtual Business Communication		Midterm
6	Lecture Oct. 24 Seminar Oct. 25	Exploring the Writing Process	Chapter 4,5 & 6	Participate in Topic Review Questions
7	Lecture Oct. 31 Seminar Nov. 1	Business Presentations	Chapter 14	Group Project Workshop
8	Lecture Nov. 7 Seminar Nov. 8	Persuasive & Marketing Messages	Chapter 9	Group Project Workshop Peer Editing
9	Lecture Nov. 14 Seminar Nov. 15	Business Report Basics	Chapter 11	Groups 1 - 5 Present
10	Lecture Nov. 21 Seminar Nov. 22	Proposals and Formal Reports	Chapter 13	Persuasive Marketing Memo Due Groups 6 - 10 Present
11	Lecture Nov. 28 Seminar Nov. 29	Review Review		Review

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

### Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

Assignment/Examination	Date	Marks allocated
In-Class Seminar Participation		10%
Email Assignment	Sept, 27	2%
Midterm	Oct, 18	25%
Persuasive Marketing Memo	Nov 22	13%
Group Report & Presentation	TBA	20%
Final Exam	Dec, 6	30%

## **Course Format:**

### **Class Seminar Participation: 10%**

Attendance and active engagement in class activities is central to student learning in this course. Classes meet in seminars once a week for 1 hour and 50 minutes. Your grade will be determined by regular participation in discussion and activities and the quality of your participation in peer editing.

### **Email Assignment: 2%**

The email assignment is due on September, 27<sup>th</sup> and is designed to give you a chance to apply concepts that you have learned in the lecture and reading material. Assignment details will be explained to students during the first seminar class and related instructions will be posted on the courselink website. Late submissions will NOT be accepted for grading.

### **Midterm 25%**

The midterm is on October 18<sup>th</sup> and will consist of both multiple choice and short answer questions. Students will be tested on all the material that has been covered from the start of the class to the midterm date.

### **Persuasive Marketing Memo: 13%**

Students will be asked to analyze a memo, which suffers from many writing faults. They will then revise the memo referring to the examples discussed in class and provided in Chapter 9.

### **Group Report & Presentation: 20%**

For the major integrative project, students will analyze a current event and write a report on how it may affect their business in a changing world. Students will follow a formal report format and present their executive summaries in the class to a student panel in a 10 minute presentation. Students will be assigned to groups that will consist of an average of five students. Presentation dates and times will be chosen in class. Topics will be decided during week four. The report is worth 15% and the presentation is worth 5% of the final grade.

### **Peer Editing of Final Report: Due Nov, 8.**

For the final report assignment, students will be asked to participate in peer editing. This will give students an opportunity to get feedback on their writing and make improvements before the assignments are graded by the instructor. Peer editing will take place during the seminar in week 8. Feedback on another student's work must be submitted with the assignment. As noted previously, part of your participation mark will be determined by the quality of your review in peer editing/ feedback.

### **Final Exam: 30%**

The final exam is on December, 6<sup>th</sup>. All material discussed in the class lectures, seminars, and highlighted in the textbook will be covered. Even though the final exam covers the entire course, major emphasis will be on the material since the mid-term.

If you are forced to miss the midterm on October 18<sup>th</sup>, or your given presentation date for the Group Project Presentation, please provide a doctor's note or other valid evidence within one week. If accepted, the weight for that test will be moved to your final exam.

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enroll in this course if you have a time conflict with another course.

*Unless you have discussed an extension well ahead of the due date, late penalties of 10%/earned grade/day (including weekends) will be assigned. Extensions will only be granted on the basis of extenuating circumstances.*

*A hardcopy of all reports must be handed in during class, electronic versions will not be accepted. Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.*

## **Policies and Regulations**

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

### **Academic Misconduct:**

The University of Guelph is committed to upholding the highest standards of academic integrity and directs 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. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### **Academic Consideration:**

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar ([http://www.uoguelph.ca/undergrad\\_calendar/c08/c08-ac.shtml](http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml)) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

### **Religious Holidays:**

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

## Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, 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 groundbreaking 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 seminar, send an email to the Teaching Assistant letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. 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, 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).