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## ENG/CMN 5260-001: Communication in Science and Technical Organizations

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ENG/ 5260-001  
CMN

## CMN/ENG 5260: COMMUNICATION IN SCIENCE AND TECHNICAL ORGANIZATIONS

Instructors: Dr. Terri Fredrick and Dr. Brian Sowa  
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Office hours: Dr. Fredrick-Monday 1-3:30PM and 6-7pm, Tuesday ~~3-4pm~~<sup>1:30-2:15</sup> and  
Wednesday 11:30AM-1PM  
Dr. Sowa-MWF 8:30-9AM and 11:30AM-1PM  
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### OBJECTIVES AND OVERVIEW

1. Understand and apply core principles used by experienced professionals when writing or speaking in the workplace.
2. Understand and apply the communication processes—such as public relations, risk communication, and crisis communication—in organizational environments.
3. Develop strategies for communicating effectively with teams, stakeholders, and clients.
4. Apply principles and theories from the course to hypothetical and client-based projects, mostly drawn from the energy and environmental sectors.

This course will introduce students to practices and principles of audience-centered communication in organizational settings. Students will learn to communicate scientific and technical information to internal and external stakeholders. Written and oral projects for this course will primarily focus on energy/environmental communication.

### COURSE REQUIREMENTS

#### Recommended Textbooks:

Readings will be assigned throughout this session and will be posted accordingly. You are expected to thoughtfully read all assigned materials in preparation for class discussion. The success of this class will depend on the quality of discussion, for which your preparation is essential.

In addition to posted articles, there are three main books for the course:

- Handbook of Technical Writing*, 8<sup>th</sup> edition (Alred)
- Corporate Advocacy: Rhetoric in the Information Age* (Hoover)
- Primer of Public Relations Research* (Stacks)

**Assignments:**

1. In-class participation-10% of grade (100 points)
2. Homework-External writing assignments-20% of grade (200 points)
3. CENCERE Social Media Proposal-20% of grade (200 points)
4. Environmental Advocacy Campaign Activity-20% of grade (200 points)
5. Crisis Management Plan and Final Presentations-30% of grade (300 points)

Due Date: DECEMBER 2, 2013

**Grading Scale:**

900-1000	A
800-899	B
700-799	C
600-699	D

As noted in the graduate catalog, grades of A and B reflect the necessary level of competence for graduate credit.

**Expectations:** We expect you to review course readings carefully and be prepared to discuss them in class. While there will be some lecturing, a substantial portion of class time will be dedicated to your thoughts/questions/participation. Read critically! Consult the graduate catalog for other general expectations. We also expect you to prepare written work with care. Be mindful of the assignment guidelines and consider your presentation (typed, grammar, clear sentences, etc.) as well as the essential content. Since we're a smaller class, the importance of class discussion and involvement is magnified and any actions/behavior that are in conflict with this purpose such as loud outbursts, frequent texting, etc. will affect the class participation portion of the grade. Since you are graduate students in this class, our expectations for classroom decorum are higher.

**Absences:** Prompt and regular attendance is expected. Students who do not attend regularly can expect that their final grade will be lowered. Class discussion is an important part of this course. If you must miss a class, you will need to advise us accordingly. We meet once a week in a condensed period of time and if you can let us know in advance of an anticipated absence, it is helpful in terms of making other arrangements. While regular attendance is not taken, it is critical for success in this class.

**Due Dates:** In most weeks, there will be homework and this work will be due Friday nights at Midnight so it can be returned to you in class. Late work is generally not accepted. Assigned readings must be completed by class time on Mondays. Please contact us in advance of assignment due dates if you have conflicts/problems and appropriate documentation may be required.

**Academic Honesty:** Plagiarism of any kind will **NOT** be tolerated. It is presumed that all work submitted is the original work of the student. Sources should be cited using the APA Style Manual. Plagiarism and cheating will not be tolerated in this community of scholars.

**Incompletes:** The grade of I will be given in cases where substantial work for the course has been completed and a documented situation prevents completion of the course by the end of the term.

**Learning Disability:** If you have a documented disability and wish to discuss academic accommodations, please contact us or the Office of Disability Services at 581-6583 as soon as possible.

**Cell Phone, Texting and Technology Policy:** There may be instances where technology may assist with an activity or discussion but, generally, if there is an emergency situation or other reason for the electronic devices to be ON, please advise us accordingly.

**CMN/ENG 5260: Communication in Science and Technical Organizations  
Semester Overview**

<b>Week</b>	<b>Date</b>	<b>Topics</b>	<b>Deadlines</b>
1	Aug 19	Publics and stakeholders Bottom-line organization	Reading
2	Aug 26	Organizational environments & legitimacy Writing for conciseness	Reading, weekly assignment
3	Sep 02	NO CLASS—LABOR DAY	
4	Sep 09	Writing internal documents	Reading, weekly assignment
5	Sep 16	Writing for the public	Reading, weekly assignment
6	Sep 23	Writing for the public	Reading, weekly assignment
7	Sep 30	Organizational ethics	Reading, <b>Social media recommendation report due</b>
8	Oct 07	Corporate social responsibility	Reading, weekly assignment
9	Oct 14	Environmental advocacy campaigns	Reading, weekly assignment
10	Oct 21	Communicating with the media	Reading, weekly assignment
11	Oct 28	Working with teams and clients	Reading, <b>environmental advocacy campaign due</b>
12	Nov 04	Communicating risks	Reading, weekly assignment
13	Nov 11	Crisis and crisis response	Reading, weekly assignment
14	Nov 18	Pre-crisis planning	Reading, weekly assignment
<b>Thanksgiving Week</b>			
15	Dec 02	Pre-crisis planning. Giving presentations	Reading, drafts of crisis communication plan
16	Dec 09		<b>Formal presentation, crisis communication plan due</b>