

## COM 654: Communication Mgt (Fall 2012)

**Instructor:** Dr. Lisa Fall

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**Phone:** 974-8155 (office) 216-2507 (cell)

**Office Hours:** Tu/Th, 9:30 - 11:30 a.m. and by appointment.

Feel free to make an appointment with me outside my office hours. Please do not just "drop in" outside my office hours -- CALL OR EMAIL FIRST to schedule an appointment. ☺

### **Required Textbook:**

*Applying Communication Theory for Professional Life* by Marianne Dainton and Elaine Zelley (2011), Sage Publications.

Additionally, we will be using a variety of handouts, journal articles, and web site links to provide you with reference material and to supplement our lectures. **PLEASE MAKE SURE TO PRINT OUT AND BRING TO CLASS ANY HANDOUTS IN THAT WEEK'S E-FOLDER ON THE BLACKBOARD WEBSITE.**

**\*\*If you are absent, it is your responsibility to get the notes and handouts from a colleague. Please do not ask me for copies.\*\***

**Course Objectives:** Developed within the framework of consumer behavior/communication management, the overall goal of this course is to provide students with a foundation for assessing audiences/publics when conducting primary communication research. In particular, the following objectives will be met throughout the semester:

- Review various publics / audience-oriented theories that relate to communication management and consumer behavior
- Understand the role that audience analysis plays in academic/applied research
- Demonstrate how audience analysis serves as an important aspect for message development
- Introduce students to various audience segmentation strategies
- Critically analyze select academic journal articles ~ using a primary editorial reviewer model
- Make a formal presentation that educates/informs the class about a theory of choice
- Demonstrate and synthesize the importance/relevance of one management to one comm. theory via end of semester report.
- Conduct research presentation at end of semester

**Attendance:** Graduate students are expected to attend every class meeting unless you are ill or have some bona fide emergency. **If you are going to be absent** ~ please email or call me before class time.

**Cell Phone Policy:** As a courtesy to your colleagues and me, please turn your phone off in class.

**Academic Dishonesty:**

All work in this course should be the **original work of the student**. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course, dismissal from the program and dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. Scholastic dishonesty includes **plagiarism**, which according to Webster is: "to take (ideas, writings, etc.) from (another) and pass them off as one's own." Therefore, handing in work that contains material written by someone else, whether it is a current or former student, or a secondary source **and presenting it as your own efforts** is a clear example of plagiarism.

**COMMITMENT TO DIVERSITY: Short Version of CCI Diversity Statement**

CCI recognizes and values diversity. Exposing students to diverse people, ideas and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community. For long versions, see: <http://www.cci.utk.edu/diversitystatement>

**DISABILITY ACCOMMODATION STATEMENT:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office of Disability Services at 865-974-6087 in 2227 Dunford Hall to coordinate reasonable accommodations for students with documented disabilities.

**Grading:**       A=90%  
                      B=80%  
                      C=70%

NOTE: Letter grades of "C" constitute "average" work regarding my expectations for graduate students.

The quickest way to earn a C or D from me is to turn in work that is riddled with spelling, grammar, word processing or other professional appearance mistakes. **PROOFREAD CAREFULLY.**

**Final Research Report           50%**  
**Mini-theory presentations:    40%**  
**Final Research Presentation:  10%**