

# Information Technology and Administrative Management Department

[www.cwu.edu/~ITAM](http://www.cwu.edu/~ITAM)

[www.cwu.edu/~itam/bas](http://www.cwu.edu/~itam/bas)

# ITAM

Information Technology &  
Administrative Management

Central Washington University

## ADMG 485 Managerial Communications Course Syllabus - 3 credits



Shani Watkins, Instructor

**BAS-ITAM Program Coordinator**

**Office:** Lynnwood: Snoqualmie Hall Room 302N

Des Moines: Building 20 Room 275

Everett: Gray Wolf Hall, Room 210

**Office Hours:** Varies by quarter. Call or e-mail Shani Watkins

**Office Telephone:** 425-640-1574 ext. 3794 / 206-439-3800 ext. 3850

**CWU email:** [watkinssh@cwu.edu](mailto:watkinssh@cwu.edu)

**Course Description:** Managerial Communications is an advanced course in business communications. It is focused on enhancing your ability to communicate as a business professional. Specific topics include preparing written documents, speaking in a business setting, writing and presenting proposals, managing crisis, communicating internationally, managing media relations, communicating with employees and customers, and negotiating agreements.

**Course Objective:** Students must have effective communication skills for success in both their personal and professional lives. Managerial Communications is designed to enhance your skills in written and verbal communication so students can become effective and efficient communicators. The outcomes of this course are consistent with the Central Washington University mission, "by teaching we learn," the College of Education and Professional Studies mission, "to prepare competent professionals and enlightened leaders who will contribute to and influence their respective professions," and the Department of Administrative Management and Business Education mission, "emphasis is placed on developing leadership, communication, critical thinking, and problem-solving competencies."

### Prerequisites:

- ADMG 385

### Learner Outcomes:

Prepare written correspondence – letters, memos, email, and reports

Strengthen your business speaking skills and demonstrate ability to prepare and present a persuasive speech

Understand the basics of business proposals and how they are evaluated.

Identify differences in cultural communication patterns. Determine how to adapt business communications for effective international communication.

Be familiar with the basics of media and crisis communication

Understand strategies for building and maintaining successful communication with employees and customers.

Understand the principles of successful and ethical business negotiations.

**Textbook and Other Required Materials (Or most recent version – check with the instructor):**

- O'Rourke, James, S. (2010). Management Communication: A Case-Analysis Approach. Prentice Hall. Upper Saddle River, NJ. ISBN: 978-0-13-607976-7.
- Access to CWU eLearning Blackboard web site (<http://courses.cwu.edu>)
- Access to CWW Turnitin.com (via the CWU Library)

**Methods:** Textbooks, journal and trade publications, discussion, case studies, and experiential exercises will be used to convey course content. A considerable amount of time is required outside of class to complete assignments.