
ORGANIZATIONAL COMMUNICATION ANALYSIS

COMM 5372

OVERVIEW

In this course, you will apply organizational communication theory and research in a formal research project. You will work with a business, nonprofit, or government entity to identify a communication issue that you can help the organization better understand through data. This might be something the organization would like to change (e.g., We must decrease turnover!), a process they would like to further develop (e.g., How can we better serve new customers?), or a topic they hope to better understand (e.g., What do employees think about our new CEO?). In the course, you will develop a way to measure communication variables that are related to your client's central question. You will design and implement a research study for your client to diagnose the organization's communication issue. At the end of our course, you will report your findings to the client.

OBJECTIVES

- Establish a relationship with organizational leaders and create a client consulting contract
- Interpret an organizational issue through organizational communication variables
- Analyze a client's communication issue through quantitative data collection and analysis
- Generate a client report to help an organization better understand their communication issue
- Critically reflect on each stage of the research process and evaluate your interest in consulting

COURSE INFO

Tuesdays & Thursdays
12:00 – 4:30 pm
June 1 – July 2
CENT 103 and on [Zoom](#)

PROFESSOR

Dr. Stephanie Dailey
dailey@txstate.edu
512.245.3856
CENT 322

OFFICE HOURS:
Wednesdays at noon
on Zoom
<https://go.txstate.edu/LB3>

REQUIRED READINGS

Waldeck, J. H., & Seibold, D. R. (2016). *Consulting that matters: A handbook for scholars and practitioners*. New York, NY: Peter Lang Publishing.

Additional weekly readings posted on Canvas

COURSE ASSIGNMENTS + GRADING

PARTICIPATION

100 POINTS TOTAL

You should come to seminar prepared and ready to discuss the day's reading assignments. As you read, it is expected that you will take notes about your reading, list questions, and share these thoughts during our seminar. It is equally expected that you will view each reading as part of a larger body of research, and compare new information to existing scholarship you have read in this course and others.

WEEKLY REFLECTION JOURNALS

100 POINTS TOTAL

You will submit four reflection journal entries to Canvas. Journal entries should be at least three double-spaced, typed (Times New Roman, 12-point font) pages that draw on at least two of the prior week's readings and address the following:



Update me on the status of your project - What have you accomplished this week? What was easy and what tasks were more difficult?



Consider your relationship with your client - What did you learn this week about your client? How has your understanding of their issue evolved? What do you still need to know?



Consider your role as a consultant - What did you learn this week about your role as a consultant? What are your strengths and weaknesses? What do you like and dislike about this process?



Update me on your concerns and needs - What questions do you have? How can I help you succeed?

THEORY-TO-PRACTICE PRESENTATION

50 POINTS

For this assignment, you will explain a theory to the class and share how consultants might use or apply the theory. Your presentation should include a single-page visual aid handout and last approximately 15 minutes. See Canvas for detailed instructions.

ORGANIZATIONAL ANALYSIS PROJECT

150 POINTS TOTAL

Throughout the course, you will complete a full research project. You will complete this assignment in 4 parts, due each week during the class session:

Contract – Signed memorandum of understanding between you and your client for services rendered (20 points)

Survey – Online questionnaire with organizational communication variables that measure your client's communication issue (20 points)

Data – Data collected to diagnose client's communication issue (20 points)

Client Report – Report of project's findings, presented to and signed by client (90 points)

See Canvas for detailed instructions.

COURSE POLICIES

ATTENDANCE

I expect you to attend and be on time for every seminar. If you have a problem, you should contact me before class begins. Missing part or an entire class will affect your grade. If you miss more than one seminar, you will be encouraged to withdraw from the course; missing more than two classes will result in a failing course grade.

DEADLINES

All assignments are due at the beginning of seminar on the due date listed the syllabus. I do not accept late work. Also, please remember I am here to facilitate your success in this class. I try to be available as much as possible, even beyond office hours. However, it is my policy to not provide feedback on the same day an assignment is due. Please seek help before the due date.

PERSONAL USE OF TECHNOLOGY IN THE CLASSROOM

Please put your cell phones on silent (not vibrate!) and keep them off your desk. There will be rare instances where class activities require the use of a phone, but no technology is allowed outside of those instances. If you need to use your phone, please wait until break or leave the classroom.

I would prefer that you print your readings and bring them to class rather than access them digitally. You may use your laptop respectfully and for class purposes only.

EMAIL + CANVAS

If you have any questions or concerns about any aspect of the class, please feel free to discuss them with me during office hours. Outside of class, the best way to contact me is through e-mail. Please write "COMM 5372" in the subject line. During the week, you can expect a response within 24 hours. You are also expected to check and respond to emails (if applicable) within 24 hours. I do not answer email on the weekends.

I will use Canvas in this course for announcements, class documents, and grades. Please always check Canvas before you inquire about a document or grade.

ACADEMIC INTEGRITY

All work for this course must be your original work. Any student guilty of knowingly using, or attempting to use another person's work will receive a grade of "F" for the course. Such conduct may also constitute grounds for dismissal from the University. This includes, but is not limited to 1) removing any diagnostic or exam materials from the classroom, 2) copying from someone else's material, 3) permitting someone else to copy from one's exam, and 4) directly quoting or paraphrasing another's work (without citing) and self-plagiarism. Students who are unfamiliar with the University's policy on academic dishonesty or its sanctions should refer to the [Honor Code](#).

WRITING SUPPORT

Texas State University provides several online tutoring services for writing, including [SLAC's Online Writing Lab](#) (select from the Writing Help pull-down menu) and the [Writing Center's Online Tutoring](#) (select from the Student Resources pull-down menu).

ACCOMMODATIONS

If you have a specific disability and require accommodations (as documented by the Office of Disability Services), please let me know within the first week so I can best meet your learning needs.

All discussions are confidential.

CONDUCT + CIVILITY

This classroom will be a positive learning environment based upon open communication, mutual respect, and non-discrimination. The professor does not discriminate on the basis of race, sex, age, ability, veteran status, religion, sexual orientation, color, or national origin. Every student is held accountable for abiding by the University's [Code of Student Conduct](#).

RECORDING OF CLASSROOM LECTURES + DISCUSSIONS

Students are prohibited from photographing and recording during classes, and from transmitting classroom lectures and discussions by students unless written permission from the class instructor has been obtained and all students in the class as well as guest speakers have been informed that photographing or audio/video recording may occur. Permission to allow the audio/visual recording is not a transfer of any copyrights to the material recorded. Photographs, videos and audio recordings may not be reproduced or uploaded to publicly accessible web environments, including Twitter, Instagram, and Facebook. An exception to this will be any student determined by the Office of Disability Services (ODS) to be entitled to education accommodations, to exercise any rights protected under Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, including needed recording or adaptations of classroom lectures or materials for personal research and study.

PERSONAL NOTE

I absolutely love teaching and am excited to have you in class. Truly. Please remember that I am here for you! If there is anything I can do to enhance your experience in this course, do not hesitate to come talk to me. I enjoy teaching not only because it gives me the opportunity to help others learn something new, but because I am always learning new things, too. Thus, I welcome your suggestions for this course, its contents, and my teaching style. Let's have a great class and grow together!

SEMINAR SCHEDULE & CONTENT

We will follow this course schedule during the semester. Although it is rare that our schedule will change, it is your responsibility to note these changes when announced. All readings, aside from *Consulting that Matters*, are posted on Canvas.



Type of class



Read before class



Due at the start of class (12 pm)

WEEK 1: CLASS & CLIENT INTRODUCTIONS		
Tuesday 6/1	<ul style="list-style-type: none"> • <i>Consulting that Matters</i> – Ch. 1-7 	
Thursday 6/3	<ul style="list-style-type: none"> • De Wine – Ch. 1 • Block – Ch. 3-5 • Downs & Adrian – Ch. 2 	
WEEK 2: SURVEY DESIGN		
Tuesday 6/8 <i>ASYNCHRONOUS ONLINE**</i>	<ul style="list-style-type: none"> • De Wine – Ch. 4 • Downs & Adrian – Ch. 8 	<ul style="list-style-type: none"> • Week 1 Reflection Journal Due • Contract Due
Thursday 6/10	<ul style="list-style-type: none"> • <i>Consulting that Matters</i> – Ch. 14 • Harvey & Brown – Ch. 5 	<ul style="list-style-type: none"> • Survey Due
WEEK 3: DATA COLLECTION & THE ROLE OF THEORY		
Tuesday 6/15 <i>ASYNCHRONOUS ONLINE**</i>		<ul style="list-style-type: none"> • Week 2 Reflection Journal Due
Thursday 6/17		<ul style="list-style-type: none"> • Theory-to-Practice Presentations Due
WEEK 4: DATA ANALYSIS & REPORT WRITING		
Tuesday 6/22 <i>ASYNCHRONOUS ONLINE**</i>		<ul style="list-style-type: none"> • Week 3 Reflection Journal Due
Thursday 6/24	<ul style="list-style-type: none"> • Hamilton – Ch. 11 • De Wine – Ch. 13 • Downs & Adrian – Ch. 14 	<ul style="list-style-type: none"> • Data Due

WEEK 5: CLIENT PRESENTATIONS & THE CONSULTING BUSINESS		
Tuesday 6/29	<ul style="list-style-type: none"> • De Wine – Ch. 20 • Redding (1979) • Stewart (1983) 	<ul style="list-style-type: none"> • Week 4 Reflection Journal Due
Thursday 7/1	<ul style="list-style-type: none"> • <i>Consulting that Matters</i> – Ch. 8 	<ul style="list-style-type: none"> • Client Report Due

** *ASYNCHRONOUS ONLINE*: We will not meet in person on this day. Rather, you will complete an online lesson, on your own time, which is due at midnight. Please visit Canvas for instructions for these online class days.