



SAIIE

"Your Life Experience; Your Education"



Business Communication

Course Code: MKT 301

Prerequisites: None

Language of Instruction: English

Subject: Business / Management

Term: Winterim

Contact Hours: 45

Credits: 3

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A. COURSE DESCRIPTION

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This course explores different genres of written and oral communication employed in the business environment. Emphasis is placed on utilizing communication strategies that are tailored to both the audience and the organizational context in which the communication takes place. The ethical implications of communication within a business environment are also considered. This course develops a process approach to writing, which moves from planning through revision and final editing in producing business-related documents. Students are also introduced to communication techniques that enhance productivity within groups as well as develop the ability to write as a team and create presentations that flow seamlessly.

B. TEXTS BOOKS AND MATERIALS

Business Communication: Polishing Your Professional Image, Fourth edition, Shwom and Snyder

Advertising and International Management Communication. Principles and Practice. 11th Global Edition. Moriarty, Mitchell, Wood and Wells.

Marketing Management, 16th Global Edition: Kotler, Keller and Chernev

C. COURSE CONTENT :

Unit 1: Becoming a Successful Business Communicator: Why is business communication challenging. Characteristics of a successful business communication process,

Unit 2: Cross Cultural Business: What is culture? Values attitudes and behaviour. Social structure. Religion. Personal communication. Social Ethics and Responsibility.

Unit 3: Strategic Marketing and Communication. The marketing foundation. Integrated marketing communication Developing communication strategies. Promotional strategies. Distribution Strategies. Pricing strategies.

Unit 4: Communication in a World of Change: Basic appeal and National Factors.

Measure and select the Market or Site. Market Research. Segmenting and targeting audience

Unit 5: Action and Interaction: Functions and elements of communication. The importance of promotion. Platforms.

Unit 6: Promotional Writing: The writer's role in brand communication. Types of writing.

Unit 7: Evaluating Management Communication Effectiveness: Alignment mission statement and campaign. How performance can be evaluated. Evaluating performance.

D. GRADING

97-100	A+	77-79	C+
93-96	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-

Below 60 F

E. CRITERIA FOR ASSESMENT

Homework	15%
Attendance and Participation	10%
Final Exam	75%

Rubric:

Class participation:

Category	Excellent	Good	Satisfactory	Needs Improvement
Attitude	Student is always respectful of his or herself, others, and teacher, has a positive attitude, and does not criticize anyone else's ideas or work.	Rarely is critical of ideas or work of others. Often has a positive attitude about the task(s). Usually treats others and self with respect.	Often or occasionally has a positive attitude about the task(s) and behaves in a respectful manner	Often is critical of the work or ideas of others. Rarely behaves in a respectful manner.
Focus on class work	Consistently stays focused on in-class work and what needs to be done. Very self-directed .	Focuses on in class work and what needs to be done most of the time.	Focuses on the task and what needs to be done some of the time. Often must be reminded by the teacher about what needs to get done.	Rarely focuses on class work and what needs to be done.
Contributions	Routinely provides useful ideas when participating in classroom discussion. A definite leader who contributes a lot of effort.	Usually provides useful ideas when participating in classroom discussion. A strong student who tries hard.	Sometimes provide useful ideas when participating in classroom discussion. A satisfactory student who does what is required.	Rarely provides useful ideas when participating in class-room discussion. May refuse to participate.
Working with Others	Almost always listens to, shares with, and supports the efforts of others. Students can feel safe volunteering in this student's presence.	Usually listens to, shares with, and supports the efforts of others.	Often listens to, shares with, and supports the efforts of others, but sometimes is not actively listening or responding.	Rarely listens to, shares with, and supports the efforts of others. Often disrupts or discourages others' attempts to participate.

Preparedness	Brings needed materials to class and is always ready to work	Almost always brings needed material to class and is ready to work.	Often brings materials but sometimes needs to borrow.	Seldom brings materials and/or is rarely ready to get to work.
Time Management	Routinely uses time well to ensure things get done on time. Student never asks to adjust deadlines.	Usually uses time well, rarely misses deadlines.	Tends to procrastinate, does not use school time or schedule provided to get work completed.	Rarely gets work done by deadlines, always asks for extensions or does not submit work despite time in school.
Quality of Work	Provides work of the highest quality that reflects the student's best efforts.	Provides quality work that reflects an effort from the student.	Work occasionally needs to be redone or does not reflect any time or effort.	Provides illegible work that reflects very little effort or does not turn in any work.
Handbook	Student is aware of and follows all rules in the student handbook, such as plagiarism, food, drink, tardiest, etc.	Student seems to nearly always know and follow rules as outlined in the student handbook.	Student has broken a few rules during this marking period or has made no effort to make him or herself aware of the rules.	Student does not follow rules as explained in student handbook.
Behaviour	Student is diligent and engaged in class consistently and shows no disruptive behaviour.	Student is diligent and engaged in class nearly every day and shows no disruptive behaviour.	Student is diligent most of the time but has fallen asleep or done nothing for a few classes. Shows no disruptive behaviour.	Student Frequently sleeps and/or disrupts class. Unauthorized use of mobile devices in class.