

MGT 592 Strategic Communications

Term:	Summer 2019
Credits:	4 quarter credits
Instructor:	Jessica L. Walter, M.A. (walter@ohsu.edu)
Course meets online:	Monday, June 24 – Friday, September 13, 2019
Face-to-Face Dates:	This course meets online only. There are no face-to-face meetings for this course.

Required Materials

Munter, M., & Hamilton, L. (2013). *Guide to managerial communication: Effective business writing and speaking*. Upper Saddle River, NJ: Pearson. ISBN-10: 013297133X. MSRP: \$54.00. [Note: this is the same book that was listed as a program text when you started the program. You should already have it.]

We will use several chapters from the following two texts. However, you do not need to purchase them. These are available online through OHSU's library. PDFs of selected chapters will be available in the course site.

Handley, A. (2014). *Everybody writes: Your go-to guide to creating ridiculously good content*. John Wiley & Sons. Permalink to the online copy in the OHSU library: https://librarysearch.ohsu.edu/primo-explore/fulldisplay?docid=CP71246233440001451&context=L&vid=OHSU&search_scope=ohsu_alma&tab=default_tab&lang=en_US

Humphrey, J. (2017). *Impromptu: Leading in the moment*. John Wiley. Permalink to the online copy in the OHSU library: https://librarysearch.ohsu.edu/primo-explore/fulldisplay?docid=CP71290844240001451&context=L&vid=OHSU&search_scope=ohsu_alma&tab=default_tab&lang=en_US

Textbook prices vary by format and vendor. Additional readings and material will be posted in the course site in Sakai.

Recommended software: If you do not already use a citation manager, I strongly recommend that you become familiar with one. As a student, you have access to EndNote through the OHSU Library. The following links provide information about downloading the software and tutorials.

EndNote Downloads & Guides: <http://libguides.ohsu.edu/endnote>

EndNote Training Calendar: http://clarivate.libguides.com/endnote_training/calendar

Course Description

This course covers key topics in strategic communications in healthcare organizations. This includes frameworks for developing effective and strategic communication, written and spoken communication, and communication across a variety of media, audiences, and contexts.

In this course, you will revisit the Final Report assignment from MGT 560 Organization, Financing & History of Healthcare Delivery in the U.S. Please review your paper and faculty feedback prior to the beginning of the course. From your paper, you will write an executive summary and choose one recommendation to expand upon.