

## MGT 592 Strategic Communications

<b>Term:</b>	Summer 2020
<b>Credits:</b>	4 quarter credits
<b>Instructors:</b>	Jessica L. Walter, M.A. (walter@ohsu.edu)
<b>Course meets online:</b>	Monday June 29, 2020 – Friday September 18, 2020
<b>Face-to-Face Dates:</b>	None. Course meets online only.

### 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.]

In this course, you will revisit the Final Report (Quadruple Aim) assignment from MGT 560 Organization, Financing & History of Healthcare Delivery in the U.S. Please have a copy of 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. If you need assistance in accessing this information, please contact Jed (hafner@ohsu.edu).

Pricing for textbooks may vary by retailer. Additional information about pricing, electronic options (e.g., Kindle), rentals, and used copies is available through your favorite online vendor. Additional readings will be made available through OHSU Library.

### Recommended Software

If you do not already use a citation manager, I strongly recommend that you become familiar with one. Below we have provided three options:

As a student, you have access to [EndNote through the OHSU Library](#). The following links provide information about downloading the software and tutorials. EndNote provides virtual [tutorials](#) (both live and streamed).

Two other popular options include [Mendeley](#) and [Zotero](#).

### 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.