

BUSI 303 : Organizational Communication

This course is an examination of the principles of communication in an information society, especially in the context of business, service, and media organizations. Major organizational theories are explored from a communication perspective and examined in the context of the roles and skills needed by individuals within organizations. Examples are drawn mainly from media organizations, but the principles are applicable to all types of organizations and individuals. (This course may be taken for credit as COMM 303.)

Credits 3.0