Regent University Mission Statement:
Regent University serves as a center of Christian thought and action to provide excellent education through a Biblical perspective and global context equipping Christian leaders to change the world.

School of Communication & the Arts Mission Statement:
To prepare emerging and established Christian leaders to inspire, enrich and transform the media, the arts, and the academy through excellence and innovation in scholarship and practice.

COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS
DEPARTMENT OF STRATEGIC COMMUNICATION & JOURNALISM

COM 631 (3 cr/hrs)
Organizational Communication in the Digital Age

Fall 2013, August 19-December 7

COURSE TYPE: HYBRID
(both MAT and MAD)

MEETING LOCATION: COM 103
MEETING TIME: MONDAY 3:00-5:50 PM

COURSE INSTRUCTOR: DR. WILLIAM J. BROWN & PROFESSOR MARKUS PFEIFFER
All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.

SECTION 1 – COURSE OVERVIEW

INSTRUCTOR INFORMATION:
Instructor: William J. Brown
Telephone: 757-352-4215
Fax: 757-352-4291
E-mail: willbro@regent.edu
Office Hours: Tuesday 9-11:50 am, Wed., 2-4:50 pm
Office Location: COM 246
Best time to contact me: mornings before noon

Supporting Professor: Markus Pfeiffer
Phone: 757-352-4492
Fax: 757-352-4291
Email: markpfe@regent.edu

We both extend to you a warm welcome to class

SHORT BIOS

William Brown is Professor and Research Fellow in the School of Communication and the Arts at Regent University in Virginia Beach, Virginia. He received a Bachelor of Science Degree in Environmental Science from Purdue University, a Masters Degree in Communication Management from the Annenberg School of Communication at the University of Southern California in Los Angeles, and a M.A. and Ph.D. in Communication, also from the University of Southern California. His academic research interests include international media influence, social influence through heroes and celebrities, and the use of entertainment-education for social change. He has published extensively in academic journals and has contributed book chapters in the field of communication during the past 20 years. Dr. Brown has conducted research in more than 35 nations, including federally funded research projects in Africa. He has taught at the University of Southern California, the University of Hawaii, the University of the Nations, and Regent University. He has served as a Fulbright Specialist to the Netherlands in 2009 and to Norway in 2011.

Markus Pfeiffer is a Professional in Residence in the School of Communication and the Arts at Regent University in Virginia Beach, Virginia. He received his Doctor of Ministry Degree at Regent University in 2003, his Masters of Theological Studies Degree at Oblate School of Theology in 1987, and his Bachelor of Arts Degree at IBC University. Dr. Pfeiffer joined Regent in 1998 as the university's first webmaster. In 2003, he became the director of new media technologies for the School of Communication & the Arts and two years later a full-time faculty member. His research includes how post-modernism, Web 2.0 technologies and social media applications influence popular culture, education and also challenge ministries and churches. He
is a popular seminar speaker on these topics. At Regent, he teaches courses on web development, digital media communication, photography and online marketing.

COURSE DESCRIPTION

COM 631 Organizational Communication in the Digital Age (3) New and emerging communication technologies, their uses and related issues are drastically changing the nature of communication, organizational life generally and cultures in which organizations reside. This course provides students with a communication-based perspective of organizations and organizational leadership, with a special emphasis on the characteristics of a current and future trends and issues associated with organizations in this digital age. A blend of theory and practice, it draws from existing, pertinent theoretical constructs, models, research and generalizations that are relevant to organizational communication and leadership in our increasingly highly mediated environment. It provides opportunities for students to sharpen their critical thinking and further develop their communication skills and learn practical concepts and principles that can be applied creatively to their current or future special areas of interest, organizational settings or professional roles.

Theme Scripture:

Proverbs 2:10
For wisdom will enter your heart, and knowledge will be pleasant to your soul.

INTEGRATION OF FAITH

My philosophy on the integration of faith and learning is substantively informed by the ideas in two books we have found particularly influential in our own development as Christians and communication scholars.

Mark Noll’s The Scandal of the Evangelical Mind (1994) is an eloquent call for Christians to honor God more fully by practicing a “more responsible intellectual existence.” “The scandal of the evangelical mind,” he declared, “is that there is not much of an evangelical mind.” In my view, distinctly Christian higher education—particularly graduate education—is important in large part to help counteract this unfortunate tradition of anti-intellectualism in American evangelical Christianity. One need not—and should not—check one’s brain at the proverbial door in order to exercise and grow in the faith. The Christian faith is eminently strong as a philosophical system and is profoundly “reasonable,” and we Christians—individually and communally—need to witness to this more faithfully in the ways we examine our lives, in the ways in which we think, and the ways in which we engage our culture.

George Marsden’s The Outrageous Idea of Christian Scholarship (1997) is an excellent exposition of the ways in which integrating faith and scholarship is beneficial not only for growing in and witnessing to religious faith, but also for enriching the academy and the world of ideas. Faith-based (particularly evangelical Christian) perspectives can augment academic study not only by suggesting particular and understudied subjects and novel ways of studying them, but also by correcting for the ideological and methodological biases that exist in secular academic culture. By working hard at cultivating our thinking and our scholarship from a
distinctly Christian worldview, we will not only enrich our own faith and allow us to present it more compellingly to others, but we also will enrich the world of ideas.

The mission of the School of Communication and the arts is to provide current and aspiring communication professionals and scholars with graduate level knowledge of communication from a Biblical perspective. In this course we will read and discuss the activities of social scientists within the context of Christian thought and action. We will specifically discuss:

1. The biblical foundation for theory and research of organizational communication.
2. The application of knowledge of organizational communication to fulfill the God-given responsibilities of Christians.
3. The application of the knowledge of organizational communication to fulfill the mission of the church.

SECTION 2 – COURSE EXPECTATIONS

COURSE OUTCOMES

Upon completion of this course, students should be able to:

- Explain and critically assess the role of digital media within the organizational context and be able to apply one’s own reasoned critical and theoretical perspective in assessing the function and impact of digital media forms and content on organizations.

- Assess and explain how new communication technology—and digital technology specifically—changes and complicates understandings and functions of knowledge within organizations.

- Assess the strengths and weaknesses of digital communication in the workplace—and digitally mediated communication in particular—as a vehicle for organizational development and change.

- Understand the bias of particular media forms in shaping particular understandings of organizational communication.

- Understand the development and use of social networking media and its impact on organizational processes, decision-making, and organizational culture.

- Synthesize a faith-informed perspective of Christ-centered organizations and how digital media and communication can enhance godly communication and effective service within these organizations.

REQUIRED MATERIALS

Students are responsible for acquiring the following books and materials for this course before the first class meeting:

Group, Inc.


**Note:** The School has partnered with the Regent Bookstore to have textbooks available for purchase for all students, including distance students. Items may be ordered using the secured online catalog found at [www.regentbookstore.net](http://www.regentbookstore.net).

- Daily access to the Internet and email
- Microsoft Office (Word, Excel, PowerPoint, etc.) version 2007 or later.
- The latest version of a web browser compatible with Blackboard and media players. For assistance, visit the links provided in the Helpful Resources section of the course in Blackboard or contact IT Helpdesk via their website, phone at 757-352-4076, or email helpdesk@regent.edu.
- Additional materials (e.g., PowerPoint files, quizzes, media, and the like) may be provided via Blackboard. Students are responsible for the information and materials distributed in class and on Blackboard (see “Use of Blackboard” below for more information).
- Understand and adhere to the Regent Honor Code found in the Student Handbook. A persistent link can also be found in Blackboard’s “RU Resources” tab.

**Recommended Course Materials:**


- Other resources such as writing style guides, Blackboard tutorials, University policies, IT Helpdesk, and information may be accessed via the “RU” and “Helpful Resources” tabs in Blackboard as well as in the Helpful Resources section of this course.
USE OF BLACKBOARD
Blackboard will be used to aid communication and delivery of extemporaneous and other content as the semester progresses. We may also utilize the Discussion Board to extend our in-class discussions. Participation in Blackboard does not supplant course requirements for attendance or class participation. Therefore, while access to and use of Blackboard is required for this course, it should not be seen as a surrogate for class attendance or other course requirements. Also, please keep the following in mind:

- All discussion posts should be scholarly in nature and respectful of colleagues.
- Students are expected to check the Announcements section of Blackboard each week beginning one week before the start of the course.
- Students must keep their e-mail address current in Genisys in order to receive communications from Blackboard and the instructor. Students are expected to check their Regent e-mail daily to ensure timely receipt of messages from the professor.

ATTENDANCE AND PARTICIPATION
Attendance is required in order to complete this course. Students failing to attend a minimum number of campus class meetings will automatically fail the course unless arrangement is made with the professor to take an "Incomplete" grade in order to complete the course at a later date in accordance with University policy (see student handbook for more information about withdrawing from a course or the University or for incomplete grades). To prevent automatic failure of a course, the minimum class attendance is as follows: 5 weeks of class meetings.

Note: International students should consult the Office of International Student Services for how immigration status may be impacted if you fail to meet attendance requirements for this course. All students should consult the Financial Aid office for information on how their funding may be impacted as well. International students should consult the Office of International Student Services before registering for a Distance or Modular course.

In addition, the following attendance requirement applies to this course:

No further requirements

In the event of an emergency, it may be necessary for Regent University to suspend normal operations. During this time, Regent University may opt to continue delivery of traditional classroom instruction using the Blackboard Course Management System. It is the responsibility of the student to monitor the course Blackboard site in the event of campus closure.

SUBMISSION OF ASSIGNMENTS
Unless otherwise instructed, all assignments for this course must be submitted via the “Assignment Link” found in Blackboard. All files should be submitted using the following naming convention:

YourName_AssignmentName (e.g. John Smith_Essay 1)

- Papers should be in MS Word format (.docx) compliant with the APA writing style guide.

Use APA Style Manual, 6th edition
Unless otherwise stated in Blackboard, no assignment will be accepted if submitted via any method other than Blackboard. Assignments are due no later than 11:59 pm on Saturday. It is recommended that students give themselves a buffer of time before the deadline to allow for troubleshooting should your upload attempt fail. Students should look at the assignment submission page to verify that the submission was successful.

**Late Assignments**

Late assignments will be given partial credit up to a maximum of 7 days late.

**NOTE:** Technical difficulties when submitting to Blackboard will not be accepted unless documented by the IT Help Desk. The IT Help Desk is your first point of contact for problems with Blackboard. Deadline extensions will be allowed only when a system issue occurring on Blackboard’s side is documented by Regent University IT department.

**METHOD OF EVALUATION**

The final grade for the course will reflect mastery of course content and quality of thought as expressed in:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Forums and Participation</td>
<td>250 pts</td>
</tr>
<tr>
<td>Final Comprehensive Exam</td>
<td>250 pts</td>
</tr>
<tr>
<td>Annotated Bibliography</td>
<td>200 pts</td>
</tr>
<tr>
<td>Applied Class Project</td>
<td>300 pts</td>
</tr>
<tr>
<td>Total points for course</td>
<td>1000 pts</td>
</tr>
</tbody>
</table>

**Grading Rubric**

A specific grading rubric will be provided in Blackboard for each assignment. The following grading scale will be used to assign final grades:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Score</th>
<th>Quality Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>96-100</td>
<td>4.00</td>
</tr>
<tr>
<td>A-</td>
<td>93-95</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>90-92</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>85-89</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>81-84</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>78-80</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>75-77</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>71-75</td>
<td>1.67</td>
</tr>
<tr>
<td>D+</td>
<td>68-70</td>
<td>1.33</td>
</tr>
<tr>
<td>D</td>
<td>65-68</td>
<td>1.00</td>
</tr>
<tr>
<td>D-</td>
<td>60-65</td>
<td>0.07</td>
</tr>
<tr>
<td>F</td>
<td>0-59</td>
<td>0.00</td>
</tr>
</tbody>
</table>
SECTION 3 – SCHEDULE AND EVALUATION

COURSE SCHEDULE

The schedule below includes the due dates for all assignments in this course. It is recommended that you place this Course Schedule in a convenient place and refer to it each week of the course. You need to follow it closely, as late assignments may be subject to a grade reduction.

Monday marks the beginning of the week for this course. Therefore, unless otherwise stated in Blackboard, assignments for each week must be submitted no later than Saturday, 11:59 pm (Eastern time) of each week.

Week 1: August 19 to August 24
*Grown Up Digital* – chapters 1-6

Week 2: August 26 to August 31
*Grown Up Digital* – chapters 7-11

Week 3: September 2 to September 7
*Google Advertising* – chapters 1-6

Week 4: September 9 to September 14
*Google Advertising* – chapters 7-15

Week 5: September 16 to September 21
*Macrowikinomics* – chapters 1-7

Week 6: September 23 to September 28
*Macrowikinomics* – chapters 8-13

Week 7: September 30 to October 5
*Macrowikinomics* – chapters 14-19

Week 8: October 7 to October 12
Modular week – no new reading assignments

Week 9: October 14 to October 19
*The communicators* – Rules 1-17

Week 10: October 21 to October 26
*The communicators* – Rules 18-30

Week 11: October 28 to November 2
*The communicators* – Rules 31-40

Week 12: November 4 to November 9
*The future of nonprofits* – chapters 1-7

Week 13: November 11 to November 16
*The future of nonprofits* – chapters 8-appendix 3
Week 14: November 18 to November 23
Articles 1-3 posted on Blackboard

Week 15: November 25 to November 30
Articles 4-5 posted on Blackboard

Week 16: December 2 to December 7
Final exam week - no new readings

SECTION 4 – PROGRAM GOALS

SCHOOL OF COMMUNICATION AND THE ARTS MISSION STATEMENT

To prepare emerging and established Christian leaders to inspire, enrich and transform the media, the arts, and the academy through excellence and innovation in scholarship and practice.

PROGRAM GOALS FOR THE DEPARTMENT OF STRATEGIC COMMUNICATION & JOURNALISM.

Ph.D. in Communication
1. **Christian Worldview**: Development of Christian worldview as professionals working in the field of communication study.
2. **Academics**: Exploration of at least a dozen important theories of human communication and of the three common methodological approaches used to conduct communication research.
3. **Christian Community**: Development of Christian community at Regent University through interactions with other Regent University students, faculty and staff.
5. **Global Competence**: Understanding of international and intercultural communication through interactions with international students, communication scholarship, and travel to other countries for teaching, research and ministry.

M.A. in Communication; Major: Strategic Communication
1. **Christian Worldview**: Development of a personal Christian worldview as professionals working in the field of communication with specialization in strategic communication.
2. **Academics**: Exploration of at least a dozen theories of human communication and knowledge of the common methodologies used to conduct communication research.
3. **Christian Community**: Development of Christian community at Regent University through interactions with other Regent University students, faculty and staff.
4. **Mission Impact**: Knowledge of the global implications of technologies used for strategic communication.
5. **Global Competence**: Understanding of international and intercultural communication through interactions with international students, communication scholarship, and travel to other countries for teaching, research and ministry.

SECTION 5 – UNIVERSITY POLICIES

Students should become familiar with all university policies as outlined in the Student Handbook including:

- Disability services (Note: Requests for accommodation must first be submitted through Disability Services).
• Regent Honor Code (as an academic and Christian community, Regent University takes seriously the call for integrity and penalizes breaches of academic integrity.)

• Withdrawing from a course or the University

• Discipline policies

A link to the Student Handbook can also be found in Blackboard’s "RU Resources" tab along with links to University Library, Student Services, University Bookstore, academic writing assistance resources, and more.

Blackboard’s “Help” tab provides additional resources including:

• Blackboard tutorials

• IT Help Desk contact information

STUDENT COURSE EVALUATION

Students have the opportunity to provide feedback throughout the course through e-mail, telephone, and on-campus appointments. Near the end of the course, students will complete an anonymous online course evaluation form. Since the results contribute to improving course design and presentation, it is important that students be honest and constructive in their evaluations. Students will receive an e-mail reminder from the University when it is time to complete these evaluations. Please take time to provide this input. Students can access the online evaluation system at:

http://eval.regent.edu/regent/survey/students.cfm

If you have questions about the online evaluation please contact evaluation@regent.edu.

This syllabus is subject to change without notice.

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