

**COMM 542**  
**PRACTICUM IN COMMUNICATION CONSULTING**  
**Mondays, 5:30 p.m., FAC 135**  
**Spring, 2007**

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Instructor:	Dr. Larry Caillouet	Office Hours:	Wed/Fri	9:00 – 10:00 a.m.
Office:	FAC 102		Mon/Wed	1:45 – 3:00 p.m.
Phone:	745-8709		Monday	4:30 – 5:30 p.m.
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### **Course Description**

Practicum in Communication Consulting is designed to give students the opportunity not only to understand basic types, principles, and procedures of communication consulting, but also to participate in conducting a significant communication consulting project for a real organization. The nature of the project(s) will vary according to the qualifications of the students and the needs of the client(s) for whom the class will work.

### **Course Objectives**

Upon successful completion of this course, students will

- understand a variety of communication consulting approaches
- be aware of issues related to establishing and operating a communication consultancy
- be knowledgeable of resources in the field of communication consulting
- understand the sequence of events in the consulting process
- be able to develop and successfully implement a communication consulting project.

These objectives can be met by reading the textbook, participating in class meetings, and working on the class's consulting project(s).

### **Textbook**

DeWine, Sue. (2001). *The Consultant's Craft: Improving Organizational Communication* (2<sup>nd</sup> ed.). Boston: Bedford/St. Martin's

### **Course Requirements and Grading**

The course grade for each student will be determined by the following aspects of the student's work on the consulting project

- Quality of outcome of the project, including client needs assessment, consulting design, instrument development, data collection, data analysis, report writing, and report presentation.
- Organizational citizenship, including the quality and reliability of each student's contribution to the consulting team.

## **Course Assignments**

Everything in this course revolves around the consulting projects. In addition to class meetings and work meetings with your project team, you will have two written products from the semester.

- The consulting report, consisting of everything that you will present to the client plus appendices that contain essential data analyses, coding tables, etc, that are not presented to the client. The team will produce three copies of the consulting report: one for the client, one for the instructor, and one for the team leader.
- A weekly progress journal. This journal is your individual summary of what you did to further the project and your reflections on team functioning and team progress. It will be submitted electronically through Blackboard.

## **Project Organization**

Students will work in teams to conduct the consulting projects.

- Students will be allowed to choose which project they will work on, as long as a relatively equal number of students are on each team. One project will be an internal organizational consultancy and the other project will be directed toward an organization's external constituency.
- Students will be allowed to nominate themselves to be team leader on each project. The team leader's name will be listed on the final report as the Project Manager.

## **Attendance Policy**

- According to the University Senate, "*Registration in a course obligates the student to be regular and punctual in class attendance.*" Attendance and participation are essential to organizational citizenship. Students are expected to arrive on time and not leave early.

## **Student Disability Services**

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center.

Please DO NOT request accommodations directly from the instructor without a letter of accommodation from the Office for Student Disability Services.

**Cell Phone Etiquette** – Turn OFF cell phones and pagers before class starts. No text messaging in class.

## **Important Notes**

- Students are expected to read this syllabus and follow it carefully. In addition, students are responsible for all information, announcements, and changes addressed in class, by e-mail, or on Blackboard.
- The instructor reserves the right to alter the syllabus during the semester, if necessary.