



BUS 486: Strategic Professional Communication Fall 2008

Date/Time: Wednesdays 6pm to 8:45pm, September 3 through December 20

Instructors: Don Zillman, Clare Exner

Credits: 3 credits, \$170. per credit in-state plus fees

Description: Through a series of exercises based in a hypothetical organization, students will use analytical and problem-solving abilities to develop professional level communication skills that effectively achieve strategic organizational objectives. Assignments include proposal development and delivery, mock media interviews, email communication, memos, meeting agendas and letters. A high level of student engagement is expected. Enrollment is limited to 16 and instructor permission is required.

Register: Non-degree students can register on or after April 16

More info: Please contact Clare Exner at 768-9445 or clare.exner@umpi.edu