

# MANAGEMENT COMMUNICATIONS (MCOM)

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**MCOM 3010 Management Communication (3)**

Emphasizing a problem-solution approach, MCOM 3010 teaches students to produce professional written documents and oral presentations; to analyze various communication purposes, strategies and audiences; and to work effectively in teams. If the course is taken at Tulane, MCOM 3010 satisfies the University's second-tier writing requirement. Sophomore Standing or Above.

**Prerequisite(s):** ENGL 1010 or 1011.

**MCOM 3100 Social Media (3)**

Using case studies and real-world examples from large corporations and small business, students explore current and future ways professionals communicate through online social networks, user-generated content and content sharing. This course looks at these new channels of communication that make up social media and the web, and it explores how these tools fit into a company's traditional integrated communication strategy. Junior Standing or above.

**Prerequisite(s):** MCOM 3010 or 3200.

**MCOM 3200 Management Communication (3)**

Business success depends on impact. In this advanced communication course, you will learn to position value through your ideas and relationships. You will practice presenting and writing persuasively in order to fuel change and advance into management roles. You will also work in teams to engage real clients outside the classroom. These skills are directly applicable to roles in management, marketing, etc., and are based on cutting-edge research in communication. Prerequisite: Tier I Writing NTC requirement met prior to taking this course. MCOM 3200 is mutually exclusive with MCOM 3010. Students may receive credit for only one of MCOM 3200 or MCOM 3010 in the undergraduate degree.

**Prerequisite(s):** ENGL 1010 or 1011.

**MCOM 3300 Organizational Communication (3)**

This course emphasizes the development of critical-thinking, communication and team-building skills among students and focuses on enhancing team dynamics, leadership and communication. For six weeks, students will engage in a global virtual team experience with students from other universities and other countries. As a result, students will know how to work in a virtual work environment using virtual collaboration tools (IBM Connections), manage virtual team processes and collaboration and develop leadership skills. Using case studies, we will explore crisis communications and corporate social responsibility as it relates to team coordination, leadership and ethics. The course complements individual communication skills students have developed in other courses. Junior standing or above, Business students only.

**Prerequisite(s):** MCOM 3010 or 3200.

**MCOM 3890 Service Learning (0-1)**

Students complete a service activity in the community in conjunction with the content of a three-credit co-requisite course. Course may be repeated up to unlimited credit hours.

**Maximum Hours:** 99

**MCOM 4000 Leadership Communication (3)**

For business leaders to be effective, they must build a workplace culture of respect and inclusivity. Students in this course will study the principles of effective communication to support an inclusive work environment. The coursework will be based on theories and principles of race and inclusion and emphasize the best practices of inclusive business communication. Students will begin the course by examining their own differences and their experiences with inclusion and progress to an understanding of the experience of others to inform their workplace communication practices. This course satisfies the University's race and inclusion requirements.

**Prerequisite(s):** MGMT 3010 and (MCOM 3010 or 3200).

**MCOM 4200 Communicating Personal Power in Business (3)**

Personal power is a robust determinant of business success. Unlike formal power, which focuses on authority and control, personal power is how we feel about our own capability to create impact. How we feel about ourselves is how we show up. When we show up with personal power, we can completely transform our lives, careers, and the world. Personal power is linked to greater success in interviews, status acquisition, and selection for management roles. Personal power is also the foundation for workplace courage and confidence. Through this experiential learning course, you will identify the roots of personal power and how to communicate personal power in professional settings. You will practice exercises to tap into your power and enhance your executive presence.

**Prerequisite(s):** MCOM 3010 or 3200.

**MCOM 4410 Special Topics (3)**

Special topics course as designed by visiting or permanent A.B. Freeman School of Business faculty. For description, consult the school dean's office. Course may be repeated up to unlimited credit hours under separate title.

**Maximum Hours:** 99

**MCOM 5380 Business Study Abroad - MCOM (1-20)**

Course may be repeated up to unlimited credit hours.

**Maximum Hours:** 99

**MCOM 5390 Business Study Abroad - MCOM (1-20)**

Course may be repeated up to unlimited credit hours.

**Maximum Hours:** 99

**MCOM 6000 Corporate Communications (2)**

A successful manager must analyze communication situations, develop communication strategies, and demonstrate appropriate behavior leading to intelligent, flexible decisions. Specifically, students evaluate communication issues in both internal and external environments and communicate orally and in writing. In addition, the course examines corporate communication issues such as communication management, corporate image, identity, reputation, media relations, and crisis communication. Topics such as data protection and privacy, employee engagement, and community relations are also covered.

**MCOM 6020 Business Communications (3)**

This course is a blend of principles and practice, subject and skill. Students apply communication theories to relevant business situations to develop specific behaviors and skills. The successful manager must analyze communication situations, develop communication strategies, and demonstrate appropriate behavior leading to intelligent, flexible decisions. Specifically, students evaluate communication issues in both internal and external environments, and communicate orally and in writing both as an individual employee and as a member of a work group. In addition, the course examines corporate communication issues such as communication management, image, identity, reputation, and media relations.

**MCOM 6130 Financial Communications (3)**

Finance and accounting are disciplines that are pre-eminently quantitative, yet fundamentally rely on human interaction. This course arms finance and accounting students with the tools and knowledge of advanced communication principles, enabling them to deliver complicated financial information to various audiences in a way that fosters sound investment decisions. Through training in financial reporting in both written documents and in oral presentations, students will become an effective interface between the financial system and its stakeholders.

**MCOM 7910 Independent Study (1-3)**