

EXCITING COURSE IN SPRING 2018!

COMM 4290-5290:

Communication, Social Responsibility, and Sustainability

This class will meet every Thursday throughout spring semester, 4:45-7:20 pm, in room TBD.

Instructor: Professor George Cheney gcheney@uccs.edu

Background and Description: The course offers students the opportunity to explore issues at the intersection of business, professions, and today's world, with special attention to efforts to make organizations more responsive to human and environmental needs.

Topics, Readings and Assignments:

The course will include readings on

- definitions and interpretations of core concepts such as social responsibility and sustainability;
- applied ethics (especially related to business, the environment, and citizen participation);
- the history of the modern corporation (and other organizations/sectors);
- various tensions and movements with respect to globalization and localization,
- debates over corporate social responsibility and environmental sustainability,
- and a variety of contemporary cases (including some to be identified by students).

We will focus on communication problems, strategies, campaigns, discourses, and networks related to these issues, including exemplars of "alternative" forms of organizing, social entrepreneurship, and creative partnerships. Assignments will include a personal reflection paper, a case analysis (conducted by pairs or trios), and a group project on a chosen issue that may include campus or community engagement. Guest speakers will treat a few specific topics.

Required Text: Allen, M. (2016). *Strategic communication for sustainable organizations: Theory and practice*. New York: Springer. ISBN: 978-3-319-18004-5 (also available as an e-book). Additional academic and popular readings, along with handouts on specific topics, will be available online.

Notes: Graduate students will have the opportunity to meet as a group outside of the regular class times. Graduate students will develop projects that are more extensive and demanding than those of the undergraduate class members. *For all students: Projects may include proposals for pursuits beyond the semester as well as scholarly and/or practical products that can become parts of individuals' portfolios.*



Source: keeganconsultinggroup.com