

ANNEX 2 – COURSE DESCRIPTION

Course title	Management Communication: Speaking and Writing				
Course code	MBA 600				
Course type	Compulsory				
Level	Master				
Year / Semester	1/1				
Teacher's name	Dr. Eleftheria Atta				
ECTS	6	Lectures / week		Laboratories / week	
Course purpose and objectives	This course aims to equip students with the management communication skill which is a central skill in the global workforce of the twenty-first century. This course is intended for students aiming at becoming successful managers who need to grasp an understanding of language in a business context combined with the skill to speak, write, listen and form interpersonal relationships. Additionally, students are introduced to the strategic communication methods which are significant to master as future effective and ethical managers.				
Learning outcomes	<ul style="list-style-type: none">• Take responsibility for contributing to the professional knowledge and practices in digital marketing, actively engaging in discussions• Improve skills to innovate and adapt in a rapidly evolving digital landscape, leveraging emerging technologies & trends to strategize and execute• Manage & transform digital marketing contexts that are complex and unpredictable, employing new strategic approaches to navigate evolving consumer needs• Review and assess the strategic performance of teams or projects, assuming responsibility for refining and optimizing digital marketing initiatives.• Cultivate advanced problem-solving skills tailored for the digital marketing realm, capable of innovating solutions & strategies to address complex challenges• Utilize highly specialized knowledge as a foundation for original thinking and innovative research within the digital marketing landscape.				
Prerequisites	None		Required		
Course content	<ul style="list-style-type: none">• Management Communication in Transition• Communication and Strategy• Communication Ethics• Speaking• Writing• Persuasion• Technology• Listening and Feedback• Nonverbal Communication• Intercultural Communication• Managing Conflict• Business Meetings that work• Dealing with the News Media				

Teaching methodology	E-learning
Bibliography	<p>Main textbook:</p> <p>O'Rourke, S, J. (2019). <i>Management Communication: A Case Analysis Approach</i>. 6th Edition. Routledge.</p> <p>Suggested reading:</p> <p>Guffey, M.A. & Loewy, D. (2019). <i>Essentials of Business Communication</i>. 2nd Edition. Cengage Learning Inc</p>
Assessment	<ul style="list-style-type: none"> • Develop a comprehensive report discussing the impact of technological transitions on management communication, supported by case study analyses and research • Develop a persuasive message or presentation on a relevant topic applying learned persuasive strategies • Analyse a communication scenario and identify the role and impact of non-verbal cues on the interaction • Develop a media communication strategy for a hypothetical organizational event or crisis
Language	English