



## BMGT 202, Business Communication in a Digital Age

### Course Information

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|---------------|---|
| Division      | Business                                |
| Course Number | BMGT 202                                |
| Course Name   | Business Communication in a Digital Age |
| Contact Hours | 45                                      |
| Total Credits | 3                                       |

### Prerequisites

ENGL 151 – English Composition I and any one of the following: BUSAD 151, BMGT 160, BMGT 201, or ENGL 102

### Course Description

This course covers the principles, practices, ethics, and management of communication in a business environment, with an emphasis on both traditional and emerging media. Students will learn effective methods for planning, creating, transmitting, and managing information for a variety of purposes, and they will develop an understanding of the effective use of digital communication tools like social media and web sites. Students will also study strategies for managing a business' presence on the Internet.

### Exit Learning Outcomes

This is a required core course for students pursuing an AAS in Business Management.

### Program Outcomes Addressed by this Course:

Upon successful completion of this course, students should be able to meet the program outcomes listed below:

- Demonstrate a broad understanding of the U.S. business environment*
- Demonstrate understanding of marketing principles*
- Apply principles of effective communication in a business environment through both traditional and emerging media.*

### Course Outcomes

In order to evidence success in this course, the students will be able to:

- Demonstrate understanding of the communication process and its applications in a business environment.  
Linked Program Outcomes
  - Demonstrate a broad understanding of the U.S. business environment*
  - Apply principles of effective communication in a business environment through both traditional and emerging media.*
- Apply effective interpersonal and group communication skills with an understanding of group dynamics, cultural and gender diversity, communication “noise,” active listening, and nonverbal cues.  
Linked Program Outcome
  - Apply principles of effective communication in a business environment through both traditional and emerging media.*
- Prepare business messages and documents of various types with an emphasis on digital formats and/or digital transmission. These may include e-mail messages, memos, reports, and business letters.  
Linked Program Outcomes
  - Demonstrate a broad understanding of the U.S. business environment*
  - Apply principles of effective communication in a business environment through both traditional and emerging media.*



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4. Explain ethical issues and practices in the context of business communication.  
Linked Program Outcomes
  - a. *Demonstrate a broad understanding of the U.S. business environment*
  - b. *Demonstrate understanding of marketing principles*
  - c. *Apply principles of effective communication in a business environment through both traditional and emerging media.*
  
5. Demonstrate the ability to develop and deliver an effective business presentation.  
Linked Program Outcome
  - c. *Apply principles of effective communication in a business environment through both traditional and emerging media.*
  
6. Understand the appropriate and effective use of communication technologies in a business environment including but not limited to e-mail, social media, and web sites.  
Linked Program Outcomes
  - a. *Demonstrate a broad understanding of the U.S. business environment*
  - b. *Demonstrate understanding of marketing principles*
  - c. *Apply principles of effective communication in a business environment through both traditional and emerging media.*
  
7. Explain methods for managing an organization's Internet presence.  
Linked Program Outcomes
  - b. *Demonstrate understanding of marketing principles*
  - c. *Apply principles of effective communication in a business environment through both traditional and emerging media.*
  
8. Demonstrate understanding of the career and professional implications of one's communications through social media.  
Linked Program Outcomes
  - a. *Demonstrate a broad understanding of the U.S. business environment*
  - c. *Apply principles of effective communication in a business environment through both traditional and emerging media.*