Course Information
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:

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.

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

1. Demonstrate understanding of the communication process and its applications in a business environment.
   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.

2. 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
   c. Apply principles of effective communication in a business environment through both traditional and emerging media.

3. 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
   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.
Course Outcome Summary

Required Program Core Course

BMGT 202, Business Communication in a Digital Age

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.