



# SLACK vs. EMAIL

ANALYSIS & REPORT – WINTER 2022

## SCENARIO

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MCom 320's overarching objective is to prepare students to communicate with polish and professionalism in the workplace. Currently, the MCom 320 curriculum does not have a unit on how to communicate via Slack, Teams, or similar workplace collaboration platforms. Instead, our required assignments and [online textbook](#) emphasize email communication.

The leadership team of BYU Marriott's MCom program is considering adding a unit on workplace collaboration platforms and deemphasizing email communication. By completing this take-home exam, you will provide input on this curricular decision. In other words, your final report is *not* a fake project invented to give you a grade. Your analysis and recommendation will **shape the MCom 320 experience for future students** as soon as this fall semester.

## AUDIENCE

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Your audience is the current group of MCom professors and the MCom director, Professor Kurt Sandholtz.

## DELIVERABLE

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For this assignment, produce a well-researched, well-organized, professional-grade report that answers the following questions:

1. Should MCom 320 add a unit on how to communicate via workplace collaboration platforms such as Slack and Microsoft Teams or continue to emphasize email as the predominant form of workplace communication?
2. What are the pros and cons of these two workplace communication methods?
3. What are the "best practices" associated with the communication modality you support in your answer to question 1?

## FORMAT

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Produce a written report using the format of your choice. For example, you could create a standard written document or a "slidedoc" (beware, not a slide *deck*). The key is to produce something that showcases the skills you've learned in MCom 320, including the ability to think logically, conduct research, clearly (and graphically) present your recommendations, and support your recommendations with evidence.

The assignment does not specify a minimum or maximum page length. Make the report as long as needed but no longer. The best business communication is thorough but concise.

## RECOMMENDED PROCESS

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### RESEARCH

Systematically gather credible data. A simple Google search will yield many people's opinions on this question. Push beyond opinion in search of quantitative data. Listed below are some references to get you started but if you limit yourself to these sources, you can expect no better than a B on this report. One of the key skills learned in MCom 320 is how to distinguish between credible and less-credible sources. Think critically as you evaluate the information in these sources and the other materials you uncover.

1. [Slack or Teams? Many businesses opt for both](#)
2. [Slack It to Me: Complementing LMS With Student-Centric Communications for the Millennial/Post-Millennial Student](#)
3. [Comparing work in Slack to email and Microsoft Teams](#)
4. [Meetings and Email Are Here to Stay, So Make the Most of Them](#)
5. [Slack: Rise of the emoji](#)

### ANALYZE

Logically analyze the information in your sources. Maintain objectivity and balance by considering all relevant data.

### ORGANIZE

Use 4A structure to organize your report. Be direct.

### WRITE

Ensure your writing is correct, clear, complete, concise, and compelling. ZOOM your work and revise ruthlessly.

### DESIGN

Design your work to create attractive, easily accessible content. The following elements will help promote and illuminate your argument:

- Titles
- Charts, graphs, and tables
- Headings
- Icons
- Fonts

### CITE

Don't plagiarize. Correctly and completely cite the sources you use. Make it easy for your readers to corroborate your recommendations by checking your sources.

### DELIVER

Submit your work as specified by your instructor. **IMPORTANT:** *Do not submit your report to Professor Sandholtz.* His name and job title are real and used with permission, but your report should be submitted to your instructor.