

Communicating Strategically

Melanie Morgan & Bart Collins | PN-15.1

Course Objectives:

Far too frequently, the people who have the most to say have the hardest time saying it. Many of the best minds in our society, our most talented employees, and our most promising students fail to have the impact they could because of ineffective strategies for communicating their ideas and insights to others. This five-week refresher is geared toward experts (scientists, engineers, and other technical professionals) and will help them effectively communicate with non-scientists, usually management, to inform organizational decision-making.

Sponsoring Faculty: Melanie Morgan & Bart Collins

Professor Morgan's primary research interest is in cognitive factors underlying communication skill development and message production. Her research has focused on the production of complex messages in a variety of areas, including scientific contexts and legal contexts. She is the director of the Science Communication course within the Brian Lamb School of Communication at Purdue University. Recent journal publications have appeared in the *Journal of Communication*, *Communication Studies*, *Health Communication and Research on Aging*. Morgan is the author of *Effective Presentations*. She teaches courses in research methods, intercultural communication, organizational communication as well as consulting and training and development.

Bart Collins, Ph.D., is a clinical associate professor in the Brian Lamb School of Communication. He is also a faculty scholar and Director of Healthcare Communication for the Regenstrief Center for Healthcare Engineering in Purdue's Discover Park. His research focuses on communication technology adoption, persuasion and social influence, and patient-provider interaction. Dr. Collins has consulted and trained on communication and technical communication processes to several national and multinational organizations, including Caterpillar, ITT, and Ascension Health.

Target Audience:

This class is designed for working professionals who seek a course in personal and professional communication principles.

Course Outcomes:

Students will:

- Review communication skills
- Help experts assess the value of communication and gain confidence in their abilities
- Help professionals bridge the communication gap

Course Features:

- **Course Lecture Videos**
Pre-recorded video lectures available for each lesson
- **Lecture Slides**
Used in conjunction with lecture videos
- **Lecture Transcripts**
Used to follow along with lecture videos
- **Downloadable Audio Files**
Used to listen to the lecture videos
- **Self-Check Quizzes**
Used to quiz student knowledge of course material

- **Discussion Forums**
Used to facilitate student to student collaboration and discussion on weekly topics
- **Activities & Resources**
Used to support understanding of lesson topics
- **Final Exam**
Used to test student knowledge of course material at the end of the course

| Grading System:

An overall score of 70% or greater is required to pass the class. There are 12 Self-Check Quizzes, the lowest two quiz scores will be dropped. The quizzes will account for 67% of your final score. There is one Final Exam worth 33% of your final score.

| Learner Issues & Support:

If students experience issues during the course, they should contact the Purdue NExT team at purduenexteducation@purdue.edu. Students will receive a courtesy response within the first 24 hours of submitting an email.