THE EQUATION

Skilled Strategic Communication = Career Success

Marshall’s Department of Business Communication has emerged as the largest and one of the most prestigious academic entities of its kind. For more than 35 years, our program has been a driver of business communication education and scholarship.
The Importance of Communication

Our business communication courses and research prepare students for a world driven by communication. Business communication is strategic, audience-oriented, proactive, focused, inclusive, and purposeful. It means:

• Fine-tuning human interaction with the purpose of reaching a desired result.
• Setting students on a path to communication competence and leadership.
• Affecting the way students approach people with the goal of impacting outcomes.
• Learning that good business communication can make or break careers.

We prepare students for a world driven by communication.
We apply theory to practical challenges in the professions.
We teach the art of creating strategic messages for diverse audiences, leading successful dialogue, using multiple media, and connecting and networking with stakeholders across cultures.
We provide excellence and innovation in teaching, mentoring, and applied research to our academic community, undergraduates, graduate students, and professional students.

An old saying goes: We hear without listening, we speak without thinking, we write without planning.
TEACHING COMMUNICATION
Focus on Faculty

As professors, we direct and observe how students learn, internalize and apply new knowledge. By the time they graduate, our students have developed a deep understanding of business communication and the ability to communicate strategically.

We view excellence in teaching as yet another example of effective communication. The range of talent on our faculty includes communication researchers and experts, consultants, accountants, authors, journalists, and lawyers. Backgrounds include working for companies such as Mercedes Benz, Newsweek, a university medical center, and Universal Pictures Home Entertainment, to name a few.

We are continuously developing and shaping our craft of teaching, focusing on interactive instruction, and enhancing the curriculum with experiential elements. As part of this effort, we invite professionals into our classrooms to give deeper meaning to concepts in workplace communication.

LEARNING COMMUNICATION
Focus on Students

Our curriculum is built on our deep understanding of how effective communication supports the success of the individual and the organization. Our courses incorporate the faculty’s ever-evolving research, exploring topics that range from business communication strategy to intercultural, digital, and change communication.

Courses such as “Communication Strategy in Business,” “Communication for Management,” “International Business Communication,” “Managing Communication and New Media” or “Advanced Writing for Business” help students quickly discover that the way we communicate is strongly influenced by culture, linguistics, and psychology.

Students engage in interpersonal and team communication. They build their emotional intelligence and self-awareness as communicators. They practice the skills they will need professionally in real time, face-to-face, or in virtual or media-mediated environments. They experience the challenges and advantages of communication with or without technology. They come to understand the underlying dynamics that drive interpersonal, internal, and external organizational communication. They experience the impact they can create.

All our courses tackle current issues in business, the professions, and society at large, taking into consideration students’ desired career paths.

Our curriculum empowers students to:

► Create communication that is ethical and appropriate for diverse audiences and situations.
► Develop, analyze, and evaluate the effectiveness of business communication strategies.
► Build and apply emotional intelligence to create purposeful messages.

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Learn more about our faculty. Scan to go to the faculty webpage.

Check out our curriculum. Scan here to check out our curriculum.
Our faculty regularly publish in respected academic journals, such as:

- International Journal of Business Communication
- Business and Professional Communication Quarterly
- Journal of Intercultural Communication Research
- Journal of Education for Business
- Public Relations Review
- International Journal of Conflict Management

"I learned how business leaders can shape the meaning of a subject to persuade others.”

"My Business Communication class prepared me to participate in a new venture seed competition at USC. My team and I had to present and pitch in front of actual venture capitalists. Out of 250 competitors, we ended up as one of the top 10 finalists.”

"I’m still connected to my biz comm professors. Their experience, research, and passion about communication continues to echo in me.”

"Over a decade later, Marshall’s business communication class is still paying dividends. Whether working with a client or with my team, I use the skills I learned in class on almost a daily basis.”