

Another Piece of the Teaching Pie: Team Communication and Your University's Favorite Pizzeria

Persuasive and Positive Communication Assignment

- One group member (choose name) is the CEO of Antonio's.
- List all student names at top of communication for grading purposes.
- In teams, write a congratulatory note external communication email blast announcing the expansion of a popular nearby pizzeria that will open next to other local universities in your region. Additionally in this email, write a congratulatory note acknowledging another group member of running the new pizza locations as COO. Use principles from your notes to include addresses, time and date, enticing subject line, details for a promotion, and details for why the COO was promoted to run the new operations. Be sure to use positive language throughout. Be mindful of using titles in the To, From lines and including a greeting and closing, as well as email signature.
- Have one group member submit under Assignments by Friday, 12 PM. Regardless of who submits, all students in the group will see the same feedback within the grading section on our class site.
- Audience is an external communication email blast to loyal customers (think: those who have subscribed in the past/former customers for discounts, emailed receipts, etc.).