

MGT 3830, Managerial Communication

Collaborative Writing Project -- Study Abroad Newsletter and iMovie DVD

Your team will create a three to five minute persuasive video supporting the benefits of studying abroad through a School of Business study abroad location. In addition, your team will create a written newsletter with pertinent information regarding the benefits of studying abroad.

Your team will conduct a persuasive presentation where you will present highlights of your newsletter and share your video with the class. At least five copies of your newsletter for presentation attendees to review would be appropriate.

Your team will want to focus on the benefits that your team deems critical to persuade students to participate in the School of Business study abroad program. You will need to ensure you have a budget completed for what costs you expect students to incur.

Objectives of the project:

Work more efficiently in a team, practice good writing skills, use persuasive writing and speaking techniques, use technology efficiently and effectively, write collaboratively, practice good design techniques for documents and videos, practice good presentation techniques, provide effective written and oral feedback, conduct efficiently run meetings, use techniques for completing work by deadlines.

All team members will contribute to the video proposal and written newsletter. All team members will participate in presenting their projects. And, all team members will evaluate each other regarding each member's participation in the project.

Team communication:

Your teams will have access to the collaborative software, Elluminate, become familiar with the features and meet successfully with your team members. Teams also have WebCT available to you as a method of communication to exchange information through the discussion section. The Chat Room on WebCT is also available for your team's use. At your first meeting exchange schedules, e-mail addresses and multiple phone numbers.

Technology

Elluminate training and iMovie trainings will take place during class. Advanced iMovie and Final Cut trainings will take place outside of the classroom. Teams will need to decide who will attend those trainings to gain further knowledge and skills in putting together a professional video for the School of Business.

Project Plan (25 points)

Your team will submit to your instructor your project plan which will include:

- Purpose of your project
- Brainstormed ideas regarding benefits to communicate in the video
- Brainstormed ideas regarding newsletter section headings
- Meeting dates, locations and times
- Email addresses (primary and secondary emails)
- Telephone numbers (primary and secondary telephone numbers)

Newsletter (50 points)

Your team's written newsletter will be both informative and persuasive. Your design will be a result of collaborative team work. You will need to include expenses (costs for students to expect) when studying abroad. Your newsletters will become part of the School of Business property and may be handed out to future students who are interested in the study abroad programs at the School of Business.

Video (50 points)

Your team's video design will also be a result of collaborative team work. You will determine the benefits you choose to highlight in the video that are most persuasive to your audience. The video will become part of the School of Business property and may be shown in future classes within the School of Business.

Team Presentations (50 points)

Your team will present your proposal to the class as though the class members are students considering a study abroad location. Class members will also evaluate team presentations.