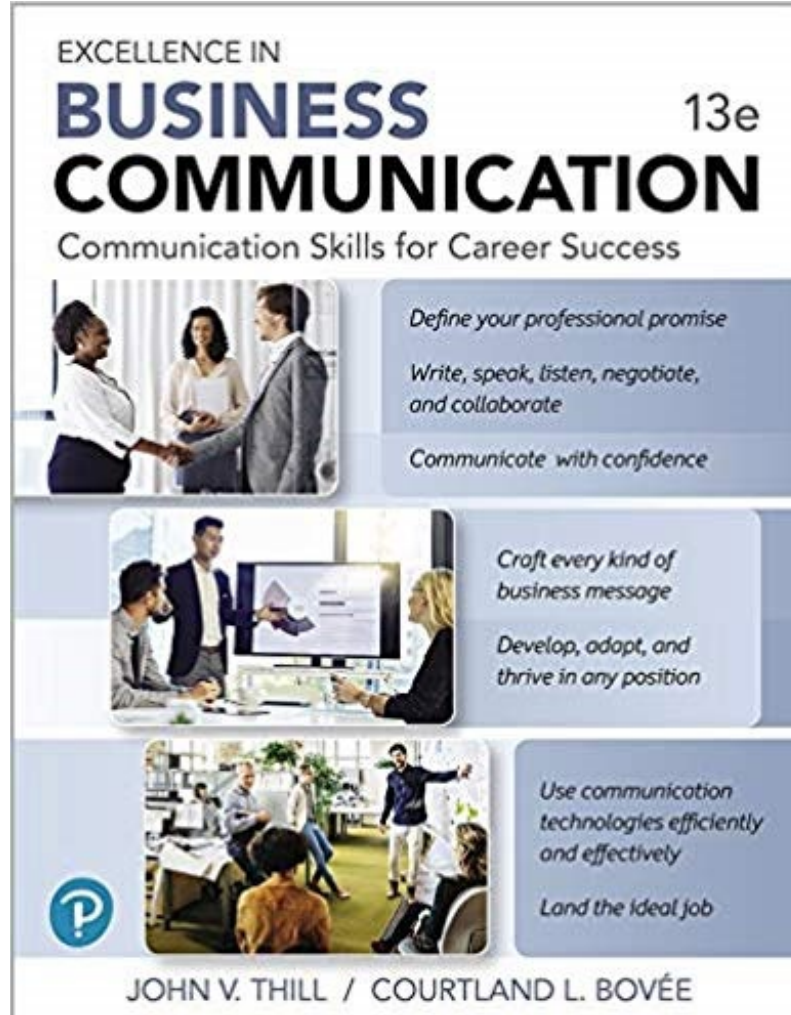


Business Communication 303



The DUH Assignment

Welcome to Week 14!

This week, concentrate on:

1. Completing the DUH Assignment, which we will discuss in detail in class.
2. Take the time to attend or listen to this week's short recording on the assignment and upcoming class requirements.
3. Begin reading Chapter 11, Writing Persuasive Messages, our last chapter.
4. There is no discussion this week!

Component	Type	Value
Two Exams, including final	Individual	30%
Strengthsfinder Assignment	Individual	5%
Resume Assignment	Individual	5%
Social Media Assignment	Individual	5%
Elevator Pitch Assignment	Individual	5%
Big Interview Assignment	Individual	5%
Cover Letter	Individual	5%
Persuasive PPT/Video Assignment	Individual	10%
DUH Assignments	Individual	15%
Attendance and Participation	Individual	15%
Course Total		100%

DUH ASSIGNMENT FACTS:

1. It is worth 15% of your grade in this class.
 - Most assignments have been worth 5% of your grade
 - This is 3X the grade points!
2. It is actually three assignments, related to the same case.
3. The Hondo Case is sometimes used in other business classes, but not for this purpose.
4. Formatting matters here:
 - A real business letter
 - Times New Roman Font
 - 12 point
 - 1 inch margins
 - Inside address (single spaced)
5. Spelling, punctuation, grammar, and Turnitin are all critical here.

DUH ASSIGNMENT FACTS:

1. It is worth 15% of your grade in this class.
 - Most assignments have been worth 5% of your grade
2. It is actually three assignments, related to the same case.
3. It uses **a lot** of what we have covered in this class.
4. The Hondo Case is sometimes used in other business classes, but not for this purpose.
5. Formatting matters here:
 - A real business letter
 - Times New Roman Font
 - 12 point
 - 1 inch margins
 - Inside address (single spaced)
6. Spelling, punctuation, grammar, and Turnitin are all critical here.

Please read the "**Something's Rotten In Hondo**" case (below)...

Directional Communication (Downward, Upward & Horizontal)

You will write THREE separate letters (downward, upward & lateral), using proper formatting for the letters. Upload ONE file including all three communications into the appropriate box in D12. Please remember that Turnitin is enabled for this assignment.

1. Using the HONDO case, you will assume the role of the character of George Mackee for the purpose of writing all three of the letters.
3. Write an UPWARD letter to Bill regarding your decision, keeping in mind how Bill dropped the whole decision into your lap (as stated in the case). You need to remember to remain professional in your dealings with him, and the blame game never gets you anywhere.
4. Write a HORIZONTAL letter to your contemporaries (other managers at other plant locations) to gather information to help you in making your decision(s).
5. Write a DOWNWARD letter to your employees regarding the actions, decisions, consequences of **your decision** and how it affects them personally. This is the most difficult of the three letters, so I am providing a few hints. Do not make the mistake of oversharing if your decision is negative. Recognize that although managers deal with these issues all the time, employees do not.
6. Be thorough in your letters. Include details; be vigilant with spelling, punctuation, grammar, etc. Use Times New Roman, 12 point font, and 1 inch margins.

Please read the "**Something's Rotten In Hondo**" case (below)...

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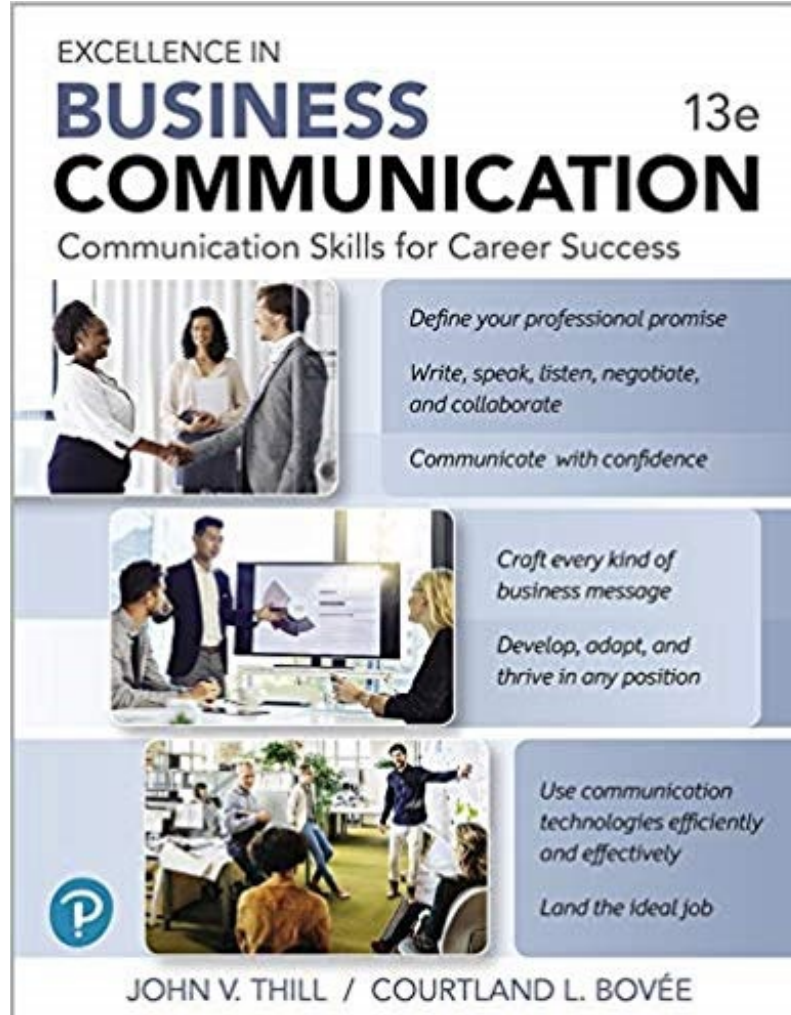
Steps to Completing the Assignment:

1. Read the case very carefully
2. Make a decision about what you plan to do. Recognize the case involves an ethical dilemma, no matter what decision you make.
3. You cannot make someone else decide, form a committee to decide, pass the decision elsewhere, or resign from the job.
4. Draft three separate letters to your three separate audiences, remembering the concepts we covered in detail this semester. Among these are analyzing your audience, deciding on direct or indirect approaches, deciding information to share with each, respect for time, etc., etc.
5. Complete and combine all 3 letters into one document to turn in to D2L.
6. Return to check your Turnitin score on the assignment, ensuring it has a rating of less than 20%

Additional Tips:

1. Just because there is only one answer to the case does not mean you should share the same information with all three groups. *If you treat it like one writing assignment, you will not do well.*
2. Assume that anything you share with employees will end up in the local newspaper the next day, and online within hours. *Think about what that means to the company.*
3. Your relationship is different with all three of these groups. Make sure your three letters reflect those differences.
4. Whatever you decide, there will be an impact to the employees that report to you, and that letter is the most difficult to write. *Be sure you tell them everything they need to know, but not more than that.*

Business Communication 303



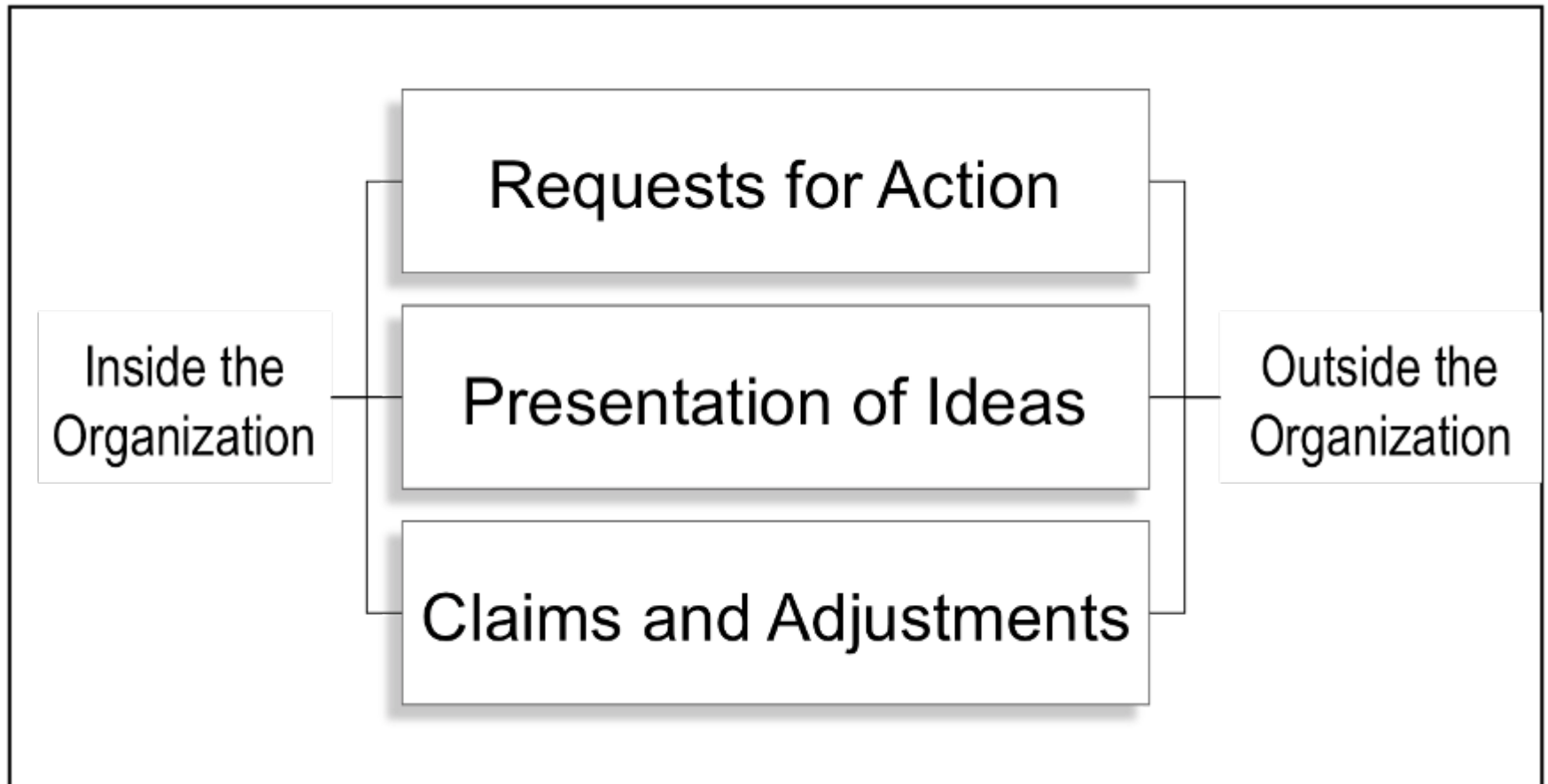
Ch. 11 - Writing Persuasive Messages

What are some Really hard Sells?

- Nuclear Power
- Changing Electric Power Companies
- Vaccinating Your Child
- Stopping Substance Abuse
- Saving for Retirement
- Requiring a Shift Change
- Others?



Common Examples of Persuasive Business Messages





Organizing Your Information

The Direct or the Indirect Approach?

What Is Your
Relationship with the
Audience?

What Is the Extent of
Your Power,
Authority, or
Expertise?



Writing the Persuasive Message

✓ Assess Your Credibility	✓ Find Common Ground
✓ Use Simple Language	✓ Be Objective and Fair
✓ Support the Message	✓ Show Good Intentions
✓ Identify Sources	✓ Avoid the “Hard Sell”



Framing Your Arguments (the AIDA Model)

Attention	Catch the Audience's Attention
Interest	Provide Additional Details or Benefits
Desire	Explain Benefits; Address Objections
Action	Suggest Specific Audience Action

Questions?