

## FALL 2024 NOVAK LEADERSHIP COURSES

### JOURN 4242 / 7242 W - Strategic Communication Leadership – Writing Intensive (3 credit)

In this course students learn practical strategies for effectively leading self and others in the pursuit of big goals. Building upon David Novak's proven *Taking People with You* leadership framework, students discover how principles of strategic communication can translate into effective leadership. Students apply course concepts through hands-on projects, exercises, and discussions. Each student also participates in a leadership development team in which they share ideas, receive feedback, and work toward a personal Big Goal. For a final project, students research and present a 5–7-minute TED-style talk on a leadership topic covered in the course. *Course is writing-intensive and satisfies curricular WI requirement.*

**Instructors:** Margaret Duffy, Ph.D., Catherine Terry, M.A., Justin Willett, M.A.

Section 01 – Open to graduate or undergraduate students: T/R, 3:30 p.m. – 4:45 p.m.

Section 03 – Open to undergraduate only section: T/R, 3:30 p.m. – 4:45 p.m.

3 credit hours. Class meets in-person. **Open to all MU juniors, seniors, and grad students.**

### JOURN 4244 / 7244 W - Organizational Culture & Leadership – Writing Intensive (3 credit)

In this course students study effective approaches for leading in organizations and teams and developing positive workplace culture. Through lectures, group discussions, case studies, and experiential learning activities, students gain a framework for assessing culture within organizations and examine the role leaders play in shaping culture. The course culminates in a hands-on ethnography research project involving observation and interviews inside the walls of a real-world local business or organization. *Course is writing intensive and satisfies curricular WI requirement.*

**Instructor:** Eleanor Farnen, M.A.

T/R, 11:00 a.m. – 12:15 p.m.

3 credit hours. Class meets in-person. **Open to MU Journalism juniors, seniors, and grad students.**

### JOURN 4268-02 / 7268-02 - Strategic Communication Practicum: Coaching Yourself (3 credit)

In this course, students learn strategies and practices for leading and coaching themselves to consistently perform at their best in work and life. The course shares proven principles that have been used by leaders in fields ranging from business to professional sports to achieve success at the highest levels. Students will learn how to adopt a self-coaching mindset, gather insights, make plans, and take action to establish new habits for continuous improvement. The course features readings, podcasts, exercises, and discussions. Students also participate in a semester-long leadership development team (LDT) that offers support and challenge along the way. Hands-on weekly exercises help students apply course concepts including self-awareness, values and purpose, vision, motivation, mindfulness, humility, self-confidence, feedback, peak performance, personal habits, and networking.

**Instructor:** Brandon Butcher, M.A.

M/W, 10:00 a.m. – 10:50 a.m.

3 credit hours. Class meets in-person. **Open to MU Journalism juniors, seniors, and grad students.**