



BUCO 552

Defining and Communicating
Your Professional Value
(1.5 units)

BUCO 599

*Special Topics: Innovative
Business Communication
Technologies (Online, 1.5 units)*

BUCO 552

BUCO 599



Department
of Business
Communication

Graduate
Elective

BUCO 552

Defining and Communicating
Your Professional Value

Analyze and define how your professional value authentically supports achievement through communication effectiveness as an employee, colleague, manager, leader.

USC Marshall
*Department of Business
Communication*

Evaluate best practices of professional development in today's changing landscape and determine strategy on how to communicate your individual value to potential employers.

Define one's professional identity in business in order to support strategic individual professional exploration, goal setting, and personal achievement in today's world of work.

Differentiate the value you bring to the fast-changing job market to define and communicate interests, skills, values, and the role your unique definition of success plays in strategic, career decisionmaking to maximize achievement.

Professor Kirk Snyder
kirks@marshall.usc.edu
Tues, Thur 12:30 - 1:30pm
Fall 2024 (1.5 units, 15189D)



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Graduate
Elective

BUCO 599

*Special Topics: Innovative Business
Communication Technologies (Online)*

From artificial intelligence to virtual reality, this graduate elective introduces emerging communication technologies that assist in facilitating workplace communication across diverse fields and industries.

Students interested in communication leadership, innovation, and collaboration will essentially walk through a tradeshow of cutting-edge and emerging business communication tools, while learning how to strategically apply them in the workplace.

Students will also develop communication perspectives and skills necessary for analyzing, implementing, and managing ethical challenges that new business communication technologies pose in a changing and global world.



Through comprehensive, deep dives into strategic uses of communication technologies, students take with them unique understanding of how to leverage these technologies for success in remote, distributive, and in-person environments.

Professor Stephen Lind

lindstep@marshall.usc.edu

Wed 6:30pm - 9:30pm (Online)

Fall 2024 (1.5 units, 15248D)