



FANNING CENTER *for* BUSINESS COMMUNICATION

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*Whether you are
running your own
business, starting your
business career, or
somewhere in
between, our faculty
offer a rich history of
providing **instruction**
and **coaching** to help
you achieve
communication
excellence in an ever-
changing global and
digital society.*

YOU CAN EXPECT:

- personalized coaching
- industry-informed curriculum
- real-world application
- instrumental training
- technical and digital integration

ACT NOW:

- enroll in a course
- schedule a consultation (amckendree@nd.edu)
- receive feedback on writing and speaking



2019-2020 COURSES

undergraduate

BUSINESS COMMUNICATION: Develop writing, speaking, and interpersonal skills to solve authentic communication problems via a case method approach

**Helps fulfill writing-intensive requirement*

BUSINESS SPEAKING: Learn the art of crafting and delivering a strategic business presentation that inspires action; overcome apprehension

BUSINESS WRITING: Improve language use, style, tone, grammar, punctuation, and organization; recognize how document format, layout, and design make a difference

**Helps fulfill writing-intensive requirement*

CONFLICT MANAGEMENT: Explore the psychology of disputes, understand the nature and sources of conflict, and practice resolution techniques that disrupt business

DATA STORYTELLING: Combine creativity with analytical tools to design a compelling narrative presenting quantitative information in visual form

NEGOTIATION: Learn skills and practice strategies that will help you become a successful negotiator in business

graduate

ADVANCED SPEAKING FOR BUSINESS: From informal meetings to televised interviews, improve all facets of oral delivery; receive individualized instructor and peer coaching

CORPORATE COMMUNICATION: Confront issues related to reputation and crisis management; use communication programs to influence public opinion and policy; publish an original case study

CHANGE COMMUNICATION: Investigate cases involving corporate change; identify indicators; create a communication plan for implementation

DATA STORYTELLING: Translate business measures into effective visualizations that deliver compelling insights to key decision makers

STRATEGIC COMMUNICATION: Learn writing and speaking skills that communicate concepts, processes, or data that satisfy long-term organizational goals

STRATEGIC WRITING: Learn how to analyze real-world business problems, develop strategic messages, and articulate written solutions in a digital age; follow best practices of document design and written expression