
BU5630.WV4 CRN: 20106 ST:ISO SILVER TO BALDRIGE GOLD
Silver Fox Inn, Waterville Valley, NH – Off Campus Location John Bonstingl jjbonstingl@plymouth.edu
3 Credits
Students must register by 1/16/2009 Mandatory pre-reading assignments are available in Blackboard (WebCT) which is accessible through the myPlymouth portal. This is a residential course packaged with an additional meals and room fee of \$345.
Friday 9AM – 9PM 1/30
Saturday 9AM – 9PM 1/31
Sunday 9AM – 3PM 2/1

BU5630.WV5 CRN: 20107 ST:ISO SILVER TO BALDRIGE GOLD
Silver Fox Inn, Waterville Valley, NH – Off Campus Location John Bonstingl jjbonstingl@plymouth.edu
3 Credits
Students must register by 1/16/2009 Mandatory pre-reading assignments are available in Blackboard (WebCT) which is accessible through the myPlymouth portal. This is a residential course packaged with an additional meals fee of \$105.
Friday 9AM – 9PM 1/30
Saturday 9AM – 9PM 1/31
Sunday 9AM – 9PM 2/1

In this highly interactive and practical course, explore the world of ISO-9000 and the Baldrige Process. Learn from a veteran Baldrige examiner a set of practical strategies to build upon ISO principles and practices, to create a culture of continuous improvement in your organization. Learn how to build better relationships inside your organization and with your customers and suppliers. Discover how to retain your key employees, improve your market share, and grow your business with proven, world-class, Baldrige-based Quality processes and systems. Case studies of Baldrige Award-winning businesses and hospitals will be featured.

BU5630.WV2 CRN: 20104 ST:STRATEGIC COMMUNICATION: ISSUES, MEDIA & CRISIS PLANNING
Silver Fox Inn, Waterville Valley, NH – Off Campus Location Warren Mason wmason@plymouth.edu
3 Credits [Syllabus](#)
Students must register by 12/12/2008 Mandatory pre-reading assignments are available in Blackboard (WebCT) which is accessible through the myPlymouth portal. This is a residential course packaged with an additional meals and room fee of \$345.
Friday 9AM – 9PM 1/9
Saturday 9AM – 9PM 1/10
Sunday 9AM – 3PM 1/11

BU5630.WV3 CRN: 20105 ST:STRATEGIC COMMUNICATION: ISSUES, MEDIA & CRISIS PLANNING
Silver Fox Inn, Waterville Valley, NH – Off Campus Location Warren Mason wmason@plymouth.edu
3 Credits [Syllabus](#)
Students must register by 12/12/2008 Mandatory pre-reading assignments are available in Blackboard (WebCT) which is accessible through the myPlymouth portal. This is a residential course packaged with an additional meals fee of \$105.
Friday 9AM – 9PM 1/9
Saturday 9AM – 9PM 1/10
Sunday 9AM – 3PM 1/11

An understanding of issues management, media relations, and crisis planning are crucial to an organization's survival in today's volatile environments. This course examines the tactical communication skills necessary to strategically plan for these topics. From common reading, individual cases, lectures, videos, guest speakers, and student presentations, an understanding of current corporate communication functions relating to these issues will be examined. The culmination of this course will be the development of Crisis Communication Plan for each student's profit or non-profit organization.

BU5700.COP CRN: 20083 MARKETING TECHNIQUES
Concord (2 Pillsbury Street) Charles Allen callen@plymouth.edu
3 Credits [Syllabus](#)
Wednesday 6PM – 9:30PM 12/3, 12/10, 12/17, 1/7, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18

The objective of this course is to help students develop a broad understanding of marketing techniques, strategies and tactics employed by the marketing manager. This course will cover the use of the 'marketing mix' elements as they pertain to the planning and implementation of the marketing plan.

BU5720.DM CRN: 20085 SEMINAR IN EXECUTIVE MANAGEMENT
Dartmouth Hitchcock Med Ctr, Lebanon – Off Campus Location Roxana Wright rwright01@mail.plymouth.edu
3 Credits [Syllabus](#)
Please note that class will meet in the Conference Room in Borwell 758 W.
Thursday 6PM – 9:30PM 12/4, 12/11, 12/18, 1/8, 1/15, 1/22, 1/29, 2/5, 2/12, 2/19

From a decision-makers point of view, students will participate in a seminar involving middle and upper-level managerial responsibilities, as well as discussions concerning 'state-of-the-art' methodologies appropriate to all levels of management. Case studies and group projects will be combined with informal lectures and discussions involving such areas as strategic planning, action planning techniques, policy-making, managerial ethics, decision-making methods, control systems and the integration of all resources for optimum performance. Prerequisite: Basic Management core courses (BU 5190, BU 5120 and BU 5210) and/or commensurate work experience.
