Gonzaga MBA Course Descriptions
Weekend Intensive Courses – Spring 2016

**MBUS 694 – Team Building Intensive**

*Friday, Jan. 29th, Saturday, Jan. 30th, and Saturday Feb. 6th* - Dr. Bull Schaefer (CRN 22314)

This three-day, two-credit course will focus on team dynamics, managing teams, and team-building skills.

**MBUS 699.02 – Content Marketing**

*Saturday Feb. 20th* – Professor Agnew (CRN 22316)

How do you stay engaged with your current customer and keep your brand in front of potential customers? This course will explore the concept of content marketing—strategies to provide meaningful, topical, and timely content to clearly-defined audiences to enhance your brand, communicate a message, and maintain consistent customer relationships.

**MBUS 699.03 – Image and Reputation Management**

*Saturday Mar. 19th* – Professor Vigil (CRN 21929)

Whether it’s personal, or professional everyone has an image. We have a self-image and an image of what others have of us. Over time we develop a reputation. What does yours say about you, and/or your business? Whether through social media, personal interaction, or word of mouth your image and reputation can determine whether you prosper or not. This course is designed to support you in your endeavors to build, maintain, and even repair your personal and professional image and reputation. Major topics will include: self-assessment, redemption, creating and maintaining an image and reputation that will benefit you as an individual and professional. You will be given the tools of success from guest speakers, including famous sports figures, politicians, and members of the media who have either gained notoriety, fallen from grace, or redeemed themselves by repairing and improving their image and reputation.

**MBUS 699.04 – Professional Communications**

*Saturday Apr. 9th* – Professor Wuerst (22317)

Understanding how your organization communicates internally with its employees, as well as externally with its publics and effectively using appropriate communication tools can make a world of difference to your success as an employee and potentially as a leader. No matter what your position is or where you work, communication skills are essential to set you apart in today’s highly competitive job market.

This class is focused on identifying, understanding and using the elements of effective communication in the business environment. Students will have experience in the practical application of communications principles and tools. The class experience will include lecture, presentations from business leaders, as well as individual and group exercises.