

## Advanced Professional Communication - COMC 102

### University Studies Program

### Course Outline

COURSE IMPLEMENTATION DATE:	September 2009
OUTLINE EFFECTIVE DATE:	September 2024
COURSE OUTLINE REVIEW DATE:	April 2029

#### GENERAL COURSE DESCRIPTION:

Emphasizing the link between research, rhetorical analysis and effective communication, this course provides an exploration of business writing techniques, presentation styles and research methodologies essential for success in business environments. Students will also gain an understanding on how design and visual elements enhance the readability and persuasiveness of communication practices. Practical application of concepts in real-world scenarios will be a key focus, with the aim of developing a sophisticated and effective communication skill set.

**Program Information:** This course can be used as either a required course or an elective in several University Studies programs, Tourism and Recreation Management program, and Business Administration programs.

**Delivery:** This course is delivered face to face and online

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	<b>45</b>

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
<b>Total</b>	

**Course Outline Author or Contact:**

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Signature**APPROVAL SIGNATURES:**

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Dean Signature

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Valid from: September 2024- April 2029

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Education Council Approval Date**COURSE PREREQUISITES AND TRANSFER CREDIT:****Prerequisites:** ENGL 100, COMC 101 or COMC 150**Corequisites:** None**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

☒ Yes☐ No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>

Students should also contact an academic advisor at the institution where they want transfer credit.

**Prior Course Number:** COMC 151 ⇨⇨COMC 102**Date changed:** April 2009

## Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Guffey, M.E., Loewy, D. (2021) *Business Communication: Process & Product, 10<sup>th</sup> Ed.*, Cengage Publishers

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

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## LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- develop skills in strategic writing, focusing on the creation of documents for specific situations, audiences and organizational goals;
  - emphasize clarity, conciseness and effectiveness in conveying complex ideas to diverse audiences;
  - explore research planning techniques and methodologies specific to business contexts;
  - develop proficiency in analyzing, interpreting and presenting data;
  - develop editing and revision techniques for precision and coherence. refine presentation techniques for various audiences and settings;
  - apply persuasive strategies specific to context and audience;
  - develop skills in crafting effective messages for digital platforms, managing online presence and leveraging social media for professional purposes;
  - explore the ethical and responsible use of artificial intelligence, and other innovative tools in professional communication practices; and
  - apply design and visual elements to enhance written communications.
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## COURSE TOPICS:

### **Principles of Professional Communication:**

Key concepts of professional and responsible communication  
Rhetorical analysis to inform communication strategies  
Ethical considerations in professional communication  
Ethical decision-making strategies  
Approaches to intercultural communication

### **Research Planning and Methodologies:**

Critical reading  
Literature reviews to inform strategic decision-making  
Surveys, interviews and other primary research  
Data analysis and interpretation  
Summarizing, paraphrasing and quoting

### **Strategic Writing and Presentation Skills:**

Strategies for developing and delivering effective business documents: emails, memos, reports, proposals, and digital content.

Writing and oral skills for clarity, conciseness, and effectiveness in conveying complex ideas to diverse audiences with attention to tone and style  
Persuasive strategies and argumentation  
Constructive feedback and critiques

**Visual Communication:**

Visual materials that resonate with target audiences  
Ethical considerations in visual communication, including issues related to image manipulation, representation, and the responsible use of visuals.  
The impact of visuals on perception and societal attitudes

**Digital Communication Trends:**

Best practices for online professional interactions  
Generative artificial intelligence (LLM), and other innovative tools used in professional communication practices

*See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.*

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**EVALUATION AND ASSESSMENT (Face to Face Delivery):**

Assignments	% Of Total Grade
Assignments	45%
In-class activities	25%
Final Exam	<u>30%</u>
Total	100%

**EVALUATION AND ASSESSMENT (Online Delivery):**

Assignments	% Of Total Grade
Assignments	30%
Report writing	15%
Online activities	25%
Final Exam	<u>30%</u>
Total	100%

*Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments, and use of electronic aids.*

To receive credit for the course, the student must achieve a passing grade on the final exam.

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## EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

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## COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

A grade of "D" grants credit, but may not be sufficient as a prerequisite for sequential courses.

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## ACADEMIC POLICIES:

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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## COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment, and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.