



Advanced Professional Communication - COMC 102

University Studies Program

Course Outline

COURSE IMPLEMENTATION DATE: September 2009
OUTLINE EFFECTIVE DATE: January 2019
COURSE OUTLINE REVIEW DATE: September 2024

GENERAL COURSE DESCRIPTION:

This course presents the written and oral communication strategies required in any workplace environment. Students gain practical experience that centers on gathering, summarizing and critically assessing information to produce professional documents. Students will also gain a better understanding on how basic design elements enhance the readability of workplace documents and online communication. This course also focuses on helping students develop speaking skills appropriate to informal and formal presentations and interviews.

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	
Total	45

Practicum Hours (if applicable):

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

Course Outline Author or Contact:

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Signature

APPROVAL SIGNATURES:

Department Head
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Department Head Signature

Dean Signature

EDCO

Valid from: January 2019 – September 2024

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:

- Technical Writing via <https://courses.lumenlearning.com/suny-professionalcommunication/>
- The Writing Commons via <https://writingcommons.org/chapters>
- Introduction to Professional Communications via BCCampus' <https://pressbooks.bccampus.ca/professionalcomms/>
- Technical Writing via <http://www.oercommons.org/courses/engl-235-technical-writing/view>
- Instructor developed material: lecture notes, online academic articles, websites and videos.

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

LEARNING OUTCOMES:

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

- use written and oral communication skills effectively, employing methods appropriate to message and context;
 - research and document relevant and suitable information to a specific topic;
 - plan, write and edit clear, appropriate messages for specific situations;
 - write formal and informal reports and proposals;
 - make an oral presentation based on written work;
 - apply persuasive strategies in written and oral communication; and
 - apply basic design elements to enhance written and oral communications.
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COURSE TOPICS:

WRITING SKILLS FOR THE WORKPLACE

- Tone, style and syntax
- Audience analysis
- Direct and indirect approaches
- Persuasive strategies
- Collaborative writing skills
- Constructive feedback and critiques

INFORMATION LITERACY & RESEARCH

- Critical reading
- Secondary research: Library & Internet research
- Primary research: interviews, surveys and observations
- Summarizing, paraphrasing and quoting
- Visual literacy

PROFESSIONAL DOCUMENTS AND VISUALS

- Memos, letters and emails
- Solicited and unsolicited proposals
- Formal and informal reports
- Posters and presentations materials

NEW MEDIA COMMUNICATION

- Multimedia communication
- Online writing
- Collaborative writing tools
- Social media for professional purposes

ORAL COMMUNICATION

- Formal presentations: preparation and delivery
- Principles of persuasion in presentations
- Interviewing
- Constructive feedback and critiques

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

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	45%
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.

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.

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.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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.