



## COMC-102 – Advanced Professional Communication

University Arts and Science

**Effective Term & Year:** Fall 2022

**Course Outline Review Date:** 2024-09-01

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**Program Area:** Arts, Humanities, and Social Sciences

**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.

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**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 Methods:** On-campus (Face-to-Face), Online

**Credit Type:** College of the Rockies Credits

**Credits:** 3

**Course type/s:** Humanities

**Instructional Activity and Hours:**

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	

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Laboratory/Studio	
Practicum/Field Experience	
Co-op/Work Experience	
Other	
Total	45

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**Course Requisites:**

- Completed at least 1 of the following:
  - ENGL100 – English Composition (3)
  - COMC101 – Technical and Professional Writing (3)

**Flexible Assessment:** Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

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**Course Transfer Credit:**

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

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**Textbook 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 <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:

- 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 Assessments**

**Assessment Type: On-Campus (face-to-face)**

Assessment Type	% of Total Grade
Assignments	45%
In-class activities	25%
Final Exam	30%
Total	100%

**Assessment Type: Online**

Assessment Type	% of Total Grade
Assignments	45%
Online activities	25%
Final Exam	30%
Total	100%

**Grade Scheme**

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

**Pass requirements:** A passing mark on the final exam.

**Evaluation Notes:** A grade of “D” grants credit, but may not be sufficient as a prerequisite for sequential courses.

**Exam Attendance:**

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a “0” on the exam.

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### **Academic Policies:**

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
  - Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
  - Policy 2.5.8 Academic Performance
  - Policy 2.5.3 Grade Appeal
  - Policy 2.4.9 Student Concerns Re Faculty
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### **Equivalent Course(s) and Course Code Changes**

Prior Course Code: COMC 151 >> COMC 102

Date changed: April 2009

### **Course Changes:**

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.