



COMC-102 – Advanced Professional Communication

University Arts and Science

Effective Term & Year: Fall 2025

Course Outline Review Date: 2030-04-01

Program Area: Arts, Humanities, and Social Sciences

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 Arts & Science programs, Tourism Management and Recreation Management programs, 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, Business Management

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45

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

Course Requisites:

None

Prior Learning and Recognition: Yes

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, work-based assessment or a combination of assessments that is appropriate to identify, assess, and recognize prior skills, competencies, and knowledge to achieve course credit. Tuition fees apply, refer to Policy [2.5.5 Prior Learning Assessment and Recognition \(PLAR\)](#) or contact an education advisor for more information.

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.

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:

Guffey, M.E., Loewy, D. (2021) *Business Communication: Process & Product, 10th 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.

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.

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	30%
Report Writing	15%
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.

Evaluation Notes Comments:

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.

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.

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 2.1.4 Course Audit
- Policy 2.4.1 Credential Framework
- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Rights, Responsibilities and Conduct
- Policy 2.4.8 Academic Performance
- Policy 2.4.9 Student Feedback and Concerns
- Policy 2.4.11 Storage of Academic Works
- Policy 2.5.3 Student Appeal
- Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR)

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.

