

(COMM 2710) Advanced Communication for Managers

Course Description

This course aims to place students within specific communication scenarios faced by managers across diverse industries. Students will express how to address each scenario in light of business objectives, stakeholder relations, and employee standards. By immersing themselves in crisis scenarios, strategic initiatives, community outreach and risk mitigations, students will be trained on best practices to advance their communications and build strong qualitative and quantitative measures. The course explores digital, print, written, and oral techniques and situates students as leaders in an organization managing the delivery, training, and implementation of communications across the organization.

Learning Objectives

By the end of this course, students will be able to:

- Identify scenarios within an organization that require specific communications interventions.
- Develop communication strategies using the Pyramid Principle and SUCCEs framework.
- Identify the nature, opportunity, risk, and urgency in a business communication scenario.
- Develop strategies to fill gaps in existing communications portfolios.
- Guide desired organizational outcomes using clear and effective communication strategies.
- Regularly adapt communication plans to ensure optimal communication among stakeholders.
- Develop key performance indicators (KPIs) and measures to demonstrate the return on investment of communication activities.
- Lead transformative client and employee engagement campaigns.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments
- Mid-Term
- Team Project

* Please note that this document is for marketing purposes and that the details of the course including grading, assessments and objectives may change or vary.

| Grade | Grade Point Average (GPA) | Percentage |
|-------|---------------------------|------------|
| A+ | 4.3 | 90-100% |
| A | 4.0 | 85-89% |
| A- | 3.7 | 80-84% |
| B+ | 3.3 | 77-79% |
| B | 3.0 | 73-76% |
| B- | 2.7 | 70-72% |
| C+ | 2.3 | 65-69% |
| C | 2.0 | 60-64% |
| C- | 1.7 | 55-59% |
| D | 1.3 | 50-54% |
| F | 0.0 | 0-49% |