



**School of Business Course Outline**  
*Marketing Department*

**BUS 330 – Advanced Communications**  
**Section 2**  
**Winter 2022**

This highly applied advanced writing/communications course will look at the effectiveness of message development and writing for organizations, including reports, presentations, brochures, advertising copy, speeches and media releases. Editing, coaching and mentoring will also be discussed. (Camosun College (2018) Calendar Description retrieved from: <http://camosun.ca/learn/calendar/current/web/bus.html#BUS330>)..

*Ω Please note: This outline will not be kept indefinitely. We recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.*

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### 1. Instructor Information

(a) Instructor	<b>C. Remillard</b>	
(b) Office hours	<b>Monday &amp; Wednesdays 1030-1230 by appointment</b>	
(c) Location	<b>NA</b>	
(d) Phone	NA	Alternative:
(e) E-mail address	<a href="mailto:remillardc@camosun.bc.ca">remillardc@camosun.bc.ca</a>	

### 2. Intended Learning Outcomes

This course is designed to help you develop the superior communication skills and understanding of audiences essential for marketing and corporate communication professionals and improve organizational communication.

Course assignments and seminars will give you the opportunity to experience many of the communication projects common in a professional environment. They will help you better understand different audiences and how to develop content and messages that effectively meet audience needs. Your final product will be a professional portfolio that you can proudly show prospective employers.

Among the many skills corporate and marketing communications professionals must have, good writing is crucial. Businesses, governments, associations, PR and advertising agencies constantly seek people who write well. Writing well requires more than understanding proper sentence structure and grammar: it requires thinking well. Thinking well is the ability to simplify complexity, plan strategically, and communicate persuasively. By the end of this course, you will be able to apply tools and techniques that help you think well to write well. Professionals also need presentation and speaking skills and an understanding of visual communication, all of which are explored in this course.

While developing our communication skills, we will hone our ability to identify and evaluate how current issues and concerns influence audiences and affect message and content development, and how to identify messages that are effective compared with those that are not.

This is a demanding course. You will need to think broadly, be creative, pay attention to detail, manage multiple deadlines and deliverables and take individual initiative. Although it will be work, it will prepare you for an exciting profession.

Upon successful completion of this course, you will be able to:

- i. Apply advanced writing skills and techniques that ensure both an in-depth understanding of the intended audience and message development that is appropriate in meeting the audiences' needs.
- ii. Develop messages that persuade, create and enhance awareness, and effectively explain an organization's position.
- iii. Determine the effectiveness of writing and speaking in reaching key audiences.
- iv. Develop a portfolio of written communication tools including annual reports, brochures, reports, media information and web copy that support organizational communications.
- v. Identify ethical parameters for message development and communication.

### **3. Required materials**

Roberts, Jasmine (2019) *Writing for Strategic Communication Industries*, University of Ohio (Open Text) <https://ohiostate.pressbooks.pub/stratcommwriting/>

### **Optional Materials**

Bivins, Thomas H. (2014) *Public Relations Writing: The Essentials of Style and Format*, 8th Edition, McGraw- Hill.

Williams, Robin (2015) *The Non-Designer's Design & Type Books*, PeachPit Press. Note: The Non-designer text is available thru Amazon in print and as an e-book

Additional papers and links will be provided on D2L.

#### 4. Course Content and Schedule

**Schedule is subject to change at the discretion of the instructor.**

	Date	Topic	Textbook	Assignments & Labs
1	Jan 10	Overview; Class Introductions What is “Professional Communication” Introduction to the portfolio project	1, 12	Lab 1: Biography
2	Jan 17	Strategic Communication & Ethical Communications	2, 3	Lab 2 – Launching your Portfolio Site
3	Jan 24	External Communications 1: Marketing	11	Lab 3 – EC1 - Marketing
4	Jan 31	External Communications 2: Public Relations	7	Feb 4: Assignment 1: Job Search
5	Feb 7	External Communications 3: Media Relations	4, 8, 9	Lab 4 – EC2 – Public Relations
6	Feb 14	External Communications 4: Media Relations	5, 6	Lab 5 – EC3 - Media Relations
7	Feb 21	External Communications 5: Social Media	10	Lab 6 – EC4 – Social Media
8	Feb 28	Internal Communications 1: Communicating Culture		Lab 7 – IC1 – Communicating Culture
9	Mar 7	Internal Communication 2: Recruitment		Lab 8 – IC2 - Recruitment
10	Mar 14	Internal Communication 3: Programs & Benefits		Lab 9 – IC3 - Programs/Benefits 2 Mar 18: Assignment 2: Portfolio Plan
11	Mar 21	Portfolio Chats		Lab 10 – Cover Letter (Overview of portfolio) Assignment 3: Portfolio Chats
12	Mar 28	Portfolio Chats		Apr 1: Assignment 5: Job Talk Assignment 3: Portfolio Chats
13	Apr 4	Peer Reviews		Apr 8: Assignment 4: Peer Review
14	Apr 11	Portfolio Due		Apr 15: Assignment 6: Portfolio

#### 5. Basis of Student Assessment (Weighting)

This course does not assume you have previous knowledge or skill in marketing, corporate or

organizational writing, although some students will. Be prepared to stretch yourself and learn new skills in an experiential way. Or be prepared to improve on your existing skills and experience through the class workshops and labs.

Your portfolio represents 35% of your final grade, and you must create a portfolio to receive a final grade.

Labs	20%
Job Search	10%
Portfolio plan	10%
Portfolio chat	5%
Job Talk	15%
Peer Review	5%
Professional portfolio	35%

### **Labs – (ongoing; 10 labs at 2% each)**

Labs are opportunities for you to create draft documents and work on communication collateral that may become part of your portfolio. They will be graded with a pass/fail. They will also receive very limited feedback. I will grade all labs but provide (minimal) feedback on Labs 1-6. Labs 7-10 will be graded by me, but you will receive Peer Feedback on these labs.

### **Job Search (10%)**

You will find five “dream” jobs that you feel you would be qualified to apply for after graduation. You will create a document that provides a link to the job posting as well as the job description. The five jobs should all be related to each other, or in relatively the same field or area.

You will write a general description of the type of job you want and the types of skills required for that job. This should be about 300-500 words.

You will also craft a Mission, Vision and Values statement for yourself that reflects your professional personae and that relates to the area of interest as defined by your job selection

You will use the Job Search as the basis of your Portfolio creation. The portfolio will be developed to enable you to apply for the job.

### **Portfolio Plan (10%)**

In a series of short descriptions, you will outline what your portfolio will include, and you will discuss how the labs you’ve created thus far will be integrated into that plan. You will also provide an detailed outline of your portfolio.

### **Portfolio Chat (5%) – Individual meetings**

You will discuss your plan for the portfolio with the instructor. This is a pass/fail assignment.

### **Job Talk (15%)**

You will also create a “job talk” video (3 mins) that outlines how you connect your skills to the skills required by the career opportunity you seek. You can deliver the job talk

however you wish, Powerpoint, Youtube, etc. It must be accessible to the instructor to grade.

**Peer Review (5%)**

You will be assigned a “Peer Group” at some point near the middle of the course. This “Peer Group” will review each other’s “Labs 7-10. Each member of the group will provide written feedback on these labs. This is a pass/fail assignment

**Portfolio (35%)**

The portfolio is a significant communication project.

Start to think about your career direction, where you might like to use your skills to make a difference or an industry you might like to work in. An area of interest and focus that is unique to you will make this project more meaningful to you.

The portfolio plan will provide you the opportunity to practice creating an integrated suite of materials. Establishing a sound strategy and a planning foundation will demonstrate your ability to manage a comprehensive, integrated, effective project.

You will individually direct the overall theme of your portfolio, with guidance from your instructor. The final portfolio will include a selection of items which will be developed over duration of the course. These will be chosen from the list of potential portfolio items and will be created (in part) for your Labs. The final content of your portfolio will contain a minimum of six pieces of communication collateral aimed toward external or internal stakeholders, or both.

In your portfolio, you will demonstrate effective packaging of materials to communicate an effective message. Appearances matter, and visual design is an importance component of communication. The visual design, professional impression and attention to revision will be part of the overall evaluation.

You will include a cover-letter as part of your portfolio. The cover letter will outline the connection between your chosen job, your experience, and the pieces of your portfolio.

**COURSE POLICIES****Assignments**

**Format:** For your portfolio, materials should be produced in the style and format appropriate for that particular media in a professional context. Each work sample should include appropriate attribution of sources and content such as photography, music etc.

Academic assignments should be formatted in 12 point font, double-spaced, on 8 1/2" x 11"

size portrait layout. The School of Business Marketing Department requires the use of APA style for citing references. See <http://camosun.ca.libguides.com/apa>. All work will be graded for grammar, punctuation and appearance.

**Submissions:** All assignments are required to be submitted via a D2L drop box.

Time and project management are important skills demanded by our employers, so plan your work carefully! It is the student’s responsibility to follow the due dates/times. Assignments for review and discussion in class will not be accepted outside of class or via e-mail.

**\*\*Marketing Department policy:** Late assignments will not be accepted and missed in-class assignments will not be rescheduled. The only exception would be a documented medical or family emergency.

### **Participation and Professionalism**

It is expected that you will take an active and co-operative role in class discussions, and small group and team activities.

**6. Assignment formatting.** The School of Business uses **APA style** for formatting academic assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca/libguides.com/apa>.

- Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Student Conduct Policy. See Camosun College (2003) Student Conduct Policy from: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf>.

**Deadlines and exams.** You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

- a) **EXAM DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.
- b) Students registered through the [Centre for Accessible Learning \(CfAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- c) Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder. Electronic notes will not be accepted. Medical documentation must be received as soon as reasonably possible.

### **College Policies.**

Camosun is committed to protecting the health and safety of all of our students and employees. At this time, the college has waived the requirement for a doctor's note for students who are required to self-isolate. If you are feeling unwell and unable to participate in class due to illness, you should contact your instructor to discuss your options. Where possible, alternative means of participating in the learning will be arranged. Students will not be academically penalized for such absences.

**Academic Progress:** Students are ultimately responsible for their learning and progress and are expected to seek help in a timely manner when they are unable to meet the course requirements. The College is committed to supporting student success and to working with students in achieving their educational goals. See Camosun College (2005) Academic Progress Policy from: <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf>.

**Final Exams:** Students are expected to write tests and final exams at the scheduled time and place. In emergency circumstances, a student may write a test or final examination before or after the scheduled time if the student would otherwise be unable to complete the program or course. Exceptions due to emergency circumstances, such as unavoidable employment commitments, health problems, or unavoidable family crises, require the approval of the appropriate instructor. **Holidays or scheduled flights are not considered emergencies.** The student may be required to provide verification of the emergency circumstance. See Camosun College (2018) Final Examinations from: <http://camosun.ca/learn/calendar/current/procedures.html#academic>.

The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to succeed throughout their academic programs and in their careers. The purpose of the Academic Integrity policy is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is your responsibility to become familiar with the content and the consequences of academic dishonesty.



- ❑ See Camosun College (2021) [Academic Integrity Policy](#): “Students’ Rights and Responsibilities”.

Acts of academic dishonesty include, but are not limited to:

- ❑ Using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- ❑ Duplicating a table, graph, or diagram, in whole or in part, without referencing the source.
- ❑ Paraphrasing the ideas of another person, whether written or verbal, without referencing the source.
- ❑ Providing answers to another student in any test, examination, or take-home assignment.
- ❑ Taking any unauthorized materials into an examination or test.
- ❑ Submitting the same paper or portions thereof for more than one assignment in different courses without the instructor’s permission.

If you are uncertain or have any questions regarding academic integrity, please do not hesitate to discuss these with your instructor.

## 1. Recommended Materials/Resources to Assist Students to Succeed Throughout the Course

[Camosun Learning Skills page](#) and [Camosun Learning Skills Guides](#)

[Camosun Writing Centres: Tools and Resources](#)

[APA 7<sup>th</sup> Edition Workbook](#)

[Purdue Online Writing Lab \(OWL\)](#)

[SFU Essay Assignment Calculator](#) (Camosun’s [Time Management guide](#) also links to this page)

## 2. College Supports, Services and Policies



**Immediate, Urgent, or Emergency Support.** If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), SEEK HELP. Resources and contacts are available:

See Camosun College (2018) Counselling Centre from: <http://camosun.ca/services/counselling-centre/>.

See Camosun College (2018) Student Mental Health & Well Being Strategy, Emergency Support from: <http://camosun.ca/about/mental-health/emergency.html>.

See Camosun College (2018) Sexual Violence Support and Education from: <http://camosun.ca/services/sexual-violence/index.html>.

**College Services.** Camosun offers a variety of health and academic support services, including dental, Centre for Accessible Learning, Help Centre, Learning Skills, Sexual Violence Support & Education, Library, and Writing Centre. For more information on each of these services, see Camosun College (2018) Student Services from: <http://camosun.ca/services/>.

**College Policies.** Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of college policies. Education and academic policies include, but are not limited to: Academic Integrity, Academic Progress, Admission, Course Withdrawals, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Appeals, Student Conduct, and Student Penalties and Fines. See Camosun College (2018) Policies from: <http://camosun.ca/about/policies/>.

**Grading System.** Standard grading system (GPA). See Camosun College (2019) Grading from: <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4

COURSE OUTLINE

65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a “D” grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

**Employment Opportunities.** Job positions for Co-op work terms, non-Co-op work terms, and full-time employment are posted on Camosun’s employment website. See Camosun College (2018) Co-op and Career Portal from: <https://educationthatworks.camosun.ca/>.