

# COURSE SYLLABUS



COURSE TITLE: BUS 330 – Advanced Communications  
CLASS SECTION: D01 & D02 & D03  
TERM: Fall 2023  
DELIVERY METHOD(S): Online Asynchronous

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 updates please visit <https://camosun.ca/about/covid-19-updates>.

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*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

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NAME: C. Remillard  
EMAIL: [remillardc@camosun.ca](mailto:remillardc@camosun.ca)  
OFFICE: NA  
HOURS: By appointment

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

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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>).

## COURSE LEARNING OUTCOMES / OBJECTIVES

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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.

#### REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

| Week  | DATE 2023 | CONTENT  | CLASS ACTIVITIES & ASSIGNMENTS  |
|---|-----------|--|---|
| <u>LABS &amp; ASSIGNMENTS DUE THURSDAYS</u> |           |  |   |
| 1   | Sep 5     | Overview of Class<br>What is “Professional Communication”<br>Introduction to the portfolio project | Readings: Textbook Chapter 1 and 12<br>Lecture Folder Orientation Video<br><b>Sep 7: Lab 1: Biography</b> |
| 2   | Sep 11    | Strategic Communication & Ethical Communications   | Readings: Textbook Chapter 2 & 3<br><b>Sep 14: Lab 2 – Launching your Portfolio Site</b>                  |
| 3   | Sep 18    | External Communications 1: Marketing   | Readings: Textbook Chapter 11<br><b>Sep 21: Lab 3 - Marketing</b>   |
| 4   | Sep 25    | External Communications 2: Public Relations  | Readings: Textbook Chapter 7<br><b>Sept 28 – Assignment 1 – Job Search</b>                                |
| 5   | Oct 3     | External Communications 3: Media Relations   | Readings: Textbook Chapter 4, 8, 9<br><b>Oct 5: Lab 4 – Public Relations</b>                              |
| 6   | Oct 10    | External Communications 4a: Media Relations  | Readings: Textbook Chapter 5  |
| 7   | Oct 16    | External Communications 4b: Media Relations  | Readings: Textbook Chapter 6<br><b>Oct 19: Lab 5 – Media Relations</b>                                    |
| 8   | Oct 23    | External Communications 5: Social Media  | Readings: Textbook Chapter 10<br><b>Oct 26: Lab 6 – Social Media</b>                                      |

| COURSE OUTLINE |        |  | 4  |
|----------------|--------|--|--|
| 9              | Oct 30 | Internal Communications 1:<br>Communicating Culture                              | Readings: None<br>Nov 2: Lab 7 – Communicating Culture                               |
| 10             | Nov 6  | Internal Communication 2:<br>Recruitment   | Readings: None<br>Nov 9: Lab 8 - Recruitment<br>Nov. 9: Assignment 2: Portfolio Plan |
| 11             | Nov 14 | Internal Communication 3:<br>Programs & Benefits<br>Communicating for Employment | Readings: None<br>Nov 16: Lab 9 – Program/Benefits<br>Nov 16: Lab 10 – Cover Letter  |
| 12             | Nov 20 | Nov 20-23: Assignment 3: Portfolio Chats   |  |
| 13             | Nov 27 | Nov 30: Assignment 4: Peer Review<br>Nov 30: Assignment 5: Job Talk              |  |
| 14             | Dec 4  | Dec 9: Assignment 6: Final Portfolio   |  |

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

#### EVALUATION OF LEARNING

| DESCRIPTION                     | WEIGHTING |
|---------------------------------|-----------|
| Labs (10 Labs x 2 percent each) | 20%       |
| Job Search                      | 10%       |
| Portfolio Plan                  | 10%       |
| Portfolio Chat                  | 5%        |
| Peer Review                     | 5%        |
| Job Talk                        | 15%       |
| Final Portfolio                 | 35%       |

| COURSE OUTLINE<br>DESCRIPTION | WEIGHTING <sup>5</sup> |
|-------------------------------|------------------------|
| TOTAL                         | 100%                   |

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

**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 OR Group 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 7-9” (optionally 7-10 – if the peer partner has Lab 10 wishes). 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 GUIDELINES & EXPECTATIONS

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### 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

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

1. **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.

## STUDENT RESPONSIBILITY

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Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

| Support Service                     | Website   |
|-------------------------------------|---|
| Academic Advising                   | <a href="http://camosun.ca/advising">http://camosun.ca/advising</a>                       |
| Accessible Learning                 | <a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a> |
| Counselling                         | <a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>                 |
| Career Services                     | <a href="http://camosun.ca/coop">http://camosun.ca/coop</a>                               |
| Financial Aid and Awards            | <a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>               |
| Help Centres (Math/English/Science) | <a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>               |
| Indigenous Student Support          | <a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>                   |
| International Student Support       | <a href="http://camosun.ca/international/">http://camosun.ca/international/</a>           |
| Learning Skills                     | <a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>           |
| Library                             | <a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>     |
| Office of Student Support           | <a href="http://camosun.ca/oss">http://camosun.ca/oss</a>                                 |
| Ombudsperson                        | <a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>                           |
| Registration                        | <a href="http://camosun.ca/registration">http://camosun.ca/registration</a>               |
| Technology Support                  | <a href="http://camosun.ca/its">http://camosun.ca/its</a>                                 |
| Writing Centre                      | <a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>           |

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

#### COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS



### Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc.). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Progress

Please visit <https://www.camosun.ca/sites/default/files/2021-05/e-1.10.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<https://camosun.ca/registration-records/policies-and-procedures-students/registration-policies-students>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://www.camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-370-3841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

### Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.