

**CO255**

**Strategic Communication and Community Engagement**

**3 Credits**

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## CO255 Version: 3



# Strategic Communication and Community Engagement

## Calendar Description

Communicating effectively is an essential skill for working in any industry. CO255 addresses the practice of communication skills within the business environment, including work with scientific literature, proposals and bids, estimates, scientific report writing, business administration details, and customer/employee service.

## Rationale

This is a required course for the Renewable Energy and Conservation program.

Businesses fail without effective communications. Participants within or seeking to be involved in any industry need to practise the skills for transferring and receiving information. If you can relate to any of these questions, then this course has definite value for you:

- What communication skills improve your effectiveness on the job and which ones do employers expect from their employees?
- Are you able to recognize unethical communication such as deception, manipulation, exaggeration, or discrimination?
- How can you enhance your listening skills to your benefit? Do you sometimes need help to capture the real meaning of someone else's information?
- Do you know how to effectively make a request or a recommendation, respond to a complaint, say no, give bad news, handle a crisis, or market your product/service/yourself?
- Are instructions clear? Are jobs getting accomplished as expected or planned?
- Do you have questions regarding interviews, planning curriculum vitae, building a career, or maintaining staff?
- How do you promote a productive staff environment or provide good customer service?
- Can you quickly find information you need?
- Are you able to prepare oral or written presentations, proposals, bids, estimates, or scientific reports?
- Do you want to improve the efficacy of business administration paperwork, such as letters, e-mails, or memos?

## Prerequisites

None

## Co-Requisites

None

## Course Learning Outcomes

Upon successful completion of this course, students will be able to

1. report on how to use communication skills to enhance careers and build efficacy in businesses, ending with a discussion on communication skills related to ethics, work diversity, and teamwork.
2. compose positive, negative, and persuasive messages that sharpen your business or occupational skills.
3. differentiate between effective and less effective electronic messages.
4. critique work instructions.
5. identify communication techniques to market your product, service, or yourself, including a plan for a networking strategy.
6. compose interviewing questions that prepare you for either interviewing or being interviewed.
7. compile information to promote better employee and customer relations.
8. research documentation to further develop work practices.
9. prepare for a presentation, proposal, bid, estimate, scientific report, and a regular business administration task.

## Resource Materials

### *Required and Optional Resources:*

#### **Required:**

- There is no textbook; materials have been developed and customized for the course
- Computer and Access to the Internet
- Lakeland College Online Delivery Access
- D2L orientation - completed prior to start date of course
- As suggested in the modules
- As prepared in the modules

#### **Optional Resources and Reference Materials:**

- Library – there are various resources directly related to communications in local libraries and Lakeland College library. Check local libraries for any relevant materials
- The Internet
- Individual resource people and companies
- Technical Assistance: D2L technical support, contact information available on your homepage.
- Your facilitator via email.

## Conduct of Course

This course consists of 45 hours. The course is delivered as on-line learning. The on-line delivery is a facilitated course, meaning that there is an on-line facilitator who communicates with you mainly by e-mail. You may have access to a number of communication tools during this course. There may be on-line meeting times, depending on the facilitator. You are requested to submit assignments to this facilitator. Assignments as scheduled are marked by the facilitator and critiqued for positive feedback to the learners.

## Evaluation Procedures

- Module One: Shaking Hands
- Module Two: Improve Efficacy - 10 percent
- Module Three: Messages \_ Make Them Work - 10 percent
- Module Four: Marketing - 9 percent
- Module Five: Interviews - 10 percent
- Module Six: Employees and Customers \_ Is there a Difference? – 6 percent
- Module Seven: Research - 10 percent
- Module Eight: Tasks - 40 percent

The other 5 per cent is for participation in discussions not already assigned marks in the modules. These marks recognize the importance of establishing productive networking and the value of your time.

- Class participation: Specified in the modules are discussion and networking opportunities with your colleagues in the course. Some of these are assigned marks. There are also activities that require active participation elements and these are assigned marks as well within the modules. Using the online communicative formats demonstrates your communicative and teamwork skills, your positive attitude, your adaptability to and presentation of new ideas, and critical thinking skills. All these skills are assets for you in the industries/activities associated with renewable energy and conservation.

The performance assessment activities and evaluations have an applicable nature.

## Grade Equivalents and Course Pass Requirements

***A minimum grade of D (50%) (1.00) is required to pass this course.***

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

**Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.**

## Attendance

Active participation is required in all courses within the Renewable Energy and Conservation certificate and diploma programs. Each facilitator designates these requirements through the use of tools within the management system and personal contact with learners.

These expectations can be given marks as part of the assessment process. Each course outlines these expectations within the course structure.

For example, learners can be asked to demonstrate their participation/attendance through discussion forums, sharing research results, contributing relevant information, submitting assignments, communicating with colleagues and the facilitator, and participating in synchronous meetings or asynchronous activities.

Attendance is considered vital to the learning process. Absenteeism is recorded. For example, if a discussion forum is organized; the learner is expected to attend as per the guidelines set by the facilitator.

Students can request for an excused absence. An excused absence is one that is verified with your facilitator.

**NOTE:** Any exceptions to the above attendance policy (e.g. family or work-related issues) **must** be approved in writing by the Department Chair **prior** to the beginning of the course.

It is the student's responsibility to know their own absentee record.

## Course Units/Topics

(Check the calendar for due dates on activities)

Module One: Communications Here and Now

Module Two: Build Your Career/Business

Module Three: Messages - Make Them Work

Module Four: Marketing

Module Five: Interviews

Module Six: Employees and Customers \_ Is there a Difference

Module Seven: Research

Module Eight: Project



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