

**CO 255**

**Strategic Communication and Community Engagement**

**3 Credits**

Instructor: Melanie Mutter  
Phone: 780 871 5490  
Original Developer: Simonne Dickie  
Current Developer: Melanie Mutter  
Reviewer: Robert Collins  
Created: 07/02/2008  
Revised: 05/05/2021  
Approval: 29/09/2021

The Implementation Date for this Outline is 01/07/2021

Copyright©LAKELAND COLLEGE. Email: [admissions@lakelandcollege.ca](mailto:admissions@lakelandcollege.ca)  
2602 - 59 Avenue, Lloydminster, Alberta, Canada T9V 3N7. Ph: 780 871 5700  
5707 College Drive, Vermilion, Alberta, Canada T9X 1K5. Ph: 780 853 8400  
Toll-free in Canada: 1 800 661 6490



## CO 255 Version: 4



# Strategic Communication and Community Engagement

## Calendar Description

Communicating effectively is an essential skill for working in any industry. CO 255 addresses the communication and engagement strategies within the business environment, including work with scientific literature, proposals and bids, estimates, scientific report writing, business administration details, and customer/employee relations.

## Rationale

This is a required course for the Sustainable Energy Technology program. Effective communication is essential for businesses to be successful.

## Prerequisites

None

## Co-Requisites

None

## Course Learning Outcomes

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

1. utilize communication skills to enhance careers and build efficacy in businesses, including communication skills and strategies related to ethics, work diversity, and teamwork.
2. compose positive, negative, and persuasive messages that sharpen business or occupational skills.
3. differentiate between effective and less effective electronic messages.
4. critique work instructions.
5. identify communication techniques to market products, services, or themselves, including a plan for a networking strategy and community engagement.
6. compose interviewing questions to prepare for interviewing potential candidates 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 purchased textbook required; materials have been developed and customized for the course and links to open-sourced texts are found in the related course modules.
- Computer and access to the Internet
- Lakeland College Online Delivery Access
- D2L orientation – completed prior to start date of course; materials are accessed via the Lakeland College Desire2Learn (D2L) learning management system. It is mandatory for all students to understand how to navigate through the D2L system.
- 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
- 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

The CO 255 online course constitutes 45 hours of instructional time with an average of six hours per week for the required readings, videos, and virtual classes (if/when applicable). Students should plan additional time for research and assignments.

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

<b>Discussion/Participation</b>	Module 1, Module 3, Module 5	24%
<b>Assignments</b>	Module 2, Module 4, Module 6	36%
<b>Final Project</b>	Module 7 & Module 8	<u>40%</u>
<b>Total</b>		100%

- Module One: Foundations of Business Communications
- Module Two: The Writing Process
- Module Three: Governance Structure and Leadership
- Module Four: Ethics & Diversity
- Module Five: Community Engagement, Benefit Sharing (Capacity-building & Education: Socio-ecological Systems Theory) and Marketing
- Module Six: Estimates, Quotes, Bids, Proposals & Reports
- Module Seven: Informative and Influential Report Writing and Organization
- Module Eight: Tasks: Final Report/Project Composition

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 Sustainable Energy Technology 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	Content	Time Allotment
Module 1: Foundations of Business Communication	<ul style="list-style-type: none"> <li>a. Professionalism through Business Communication (etiquette, listening, non-verbal, speaking, writing)</li> <li>b. Self-Assessment</li> <li>c. Business Communication Formats (meetings, letters, memos, email, forms/documentation, minutes, reports, procedures, policies)</li> </ul>	6 hours
Module 2: The Writing Process	<ul style="list-style-type: none"> <li>a. Fundamentals of Business Writing (mechanics of writing, clarity, tone)</li> <li>b. Communication Technologies (data, presentations, social media)</li> <li>c. Reference Materials and Scientific Literature</li> </ul>	6 hours
Module 3: Governance Structure and Leadership	<ul style="list-style-type: none"> <li>a. Corporate Governance Structure, Strategies and Practices (vision, mission &amp; values, policies, roles &amp; responsibilities, audits)</li> <li>b. Decision-Making, Strategic Planning, Crisis-Management &amp; Risk Mitigation</li> <li>c. Transparency, Accountability and Trust</li> </ul>	6 hours
Module 4: Ethics & Diversity	<ul style="list-style-type: none"> <li>a. Workplace Culture &amp; Communication</li> <li>b. Industry, Geographic &amp; Political Environment</li> <li>c. Customer Service</li> </ul>	6 hours
Module 5: Community Engagement, Benefit Sharing (Capacity-building & Education: Socio-ecological Systems Theory) and Marketing	<ul style="list-style-type: none"> <li>a. Networking &amp; Contact Lists</li> <li>b. Business (bids, sales, recruitment &amp; retention)</li> <li>c. Personal (market research, interviews, résumés and <i>curriculum vitae</i>)</li> </ul>	6 hours

---

---

Module 6: Estimates, Quotes, Bids, Proposals & Reports	a. Gathering Information & Evaluating Reference Materials b. Interpreting Data	6 hours
Module 7: Informative and Influential Report Writing and Organization	a. APA Formatting b. Citations and References	5 hours
Module 8: Final Report/Project Composition		4 hours
<b>Total course hours =</b>		<b>45 hours</b>

---

---



Copyright©LAKELAND COLLEGE.  
2602 - 59 Avenue, Lloydminster, Alberta, Canada T9V 3N7. Ph: 780 871 5700  
5707 College Drive, Vermilion, Alberta, Canada T9X 1K5. Ph: 780 853 8400  
Toll-free in Canada: 1 800 661 6490 E-mail: [admissions@lakelandcollege.ca](mailto:admissions@lakelandcollege.ca)