

Mark as done

Course Overview

COMM 1213 is an introductory course designed to help you develop the skills necessary for effective communication in the workplace and other professional environments. Communication concepts are introduced to provide a foundation for the work, and you will learn appropriate strategies, approaches, and formats for writing various business/professional documents.

In the various modules, you will have the opportunity to learn:

how communication works and the challenges you may face when communicating.

Knowing about the challenges/potential barriers to effective communication can influence the choices you make when composing a message for business purposes.

how verbal and nonverbal communication work together to create or enhance messages.

Paying attention to detail and design, as well as choosing words carefully, can help enhance your credibility in the minds of your receivers.

the steps in planning to write or present your message.

Knowing your purpose, keeping your audience in mind, and choosing the right medium can help you create messages that are clear, concise, and effective.

where/how to seek credible sources to support your message.

Using external research and resources to support your assertions helps to build your credibility and strengthens your argument(s). You will also have the opportunity to learn how to properly cite those sources in your documents.

how to format and structure various business documents, including reports, so that they are accessible, easy to understand, and meet business standards and expectations.

Again, attention to detail, structure, and design can help build your credibility.

the basics of collaborative communication and teamwork.

Teamwork is often assigned as part of coursework in academic settings and is common in the workplace and other professional environments. Knowing how teams can work can help you manage your interactions and collaboration.

the basics of structuring and delivering a presentation and/or speech.

Being prepared for speaking situations can help ease some of the pressure (or even fear) you may experience when called upon to present to an audience.

Instructor Kendra Carmichael

I teach various courses in Communication within the School of Business here at Acadia, including COMM 1213: Business Communication 1, COMM 1223: Presentation Skills/Public Speaking, and BUSI 3923: Special Topics in Communication. Currently, my areas of interest involve the power of language, semantic network analysis, and aspects of environmental communication.

I check my email frequently throughout a regular workday/work week (except holidays) and can usually respond to your messages within 24-48 hours. Each assignment is usually assessed/graded no more than seven working days after the submission is received and accessed.

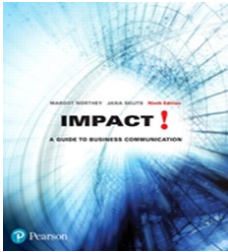
**Contact Information:**

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Course Materials

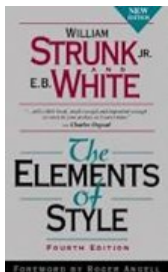
You will need to secure access to the textbook. This course will use *Impact: A Guide to Business Communication* (the 9th edition).



Northey, M., & Seijts, J. (2018). *Impact: A guide to business communication* (9th ed). Don Mills, ON: Pearson. ISBN: 978-0-13-431080-0

See the [student handbook](#) for ordering information.

I recommend you also have access to a good grammar/writing guide such as Strunk and White's **The Elements of Style (4th edition)**, and the complete **APA Manual (7th ed.)**.



The APA Manual can be found in the Vaughan Memorial Library here at Acadia. A concise handout outlining common citations is also available on the library's website: https://libguides.acadiau.ca/ld.php?content_id=35076308

You will find information on accessing Library resources from off-campus here - <https://library.acadiau.ca/distance-education/access.html>.

Evaluation

Your final grade for Communication 1213 will be made up of the following components (details are provided in the "Assignments" section)

Reflection Paper 1	5 points
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Application 1	5 points
Application 2	5 points
Application 3	5 points
Application 4	10 points
Application 5	10 points
Application 6	10 points
Application 7	10 points
Reflection Paper 2	5 points
Reflection Paper 3	5 points
Application 8	10 points
FINAL EXAM	20 points
you must pass the exam in order to pass the course	

A FEW NOTES ON THE EXAM, THE STUDENT HANDBOOK, AND ACADEMIC INTEGRITY

Please remember that you must apply to write the final exam in this course (see: <https://www2.acadiau.ca/online/current-students/exams.html>).

Also, make sure you have read and understood the policies and procedures outlined in the Student Handbook (<https://courseware.acadiau.ca/openacadia/studenthandbook.html>).

Assignments

Communication 1213 is a structured course; one module builds upon another. Please make sure that you complete each module and that module's assignments and requirements in order. **If assignments are submitted out of sequence, it will be assumed that you have elected to proceed with the course. Any remaining prior module work will be assessed as non-submission/incomplete and a zero will be recorded for those tasks.**

Your final grade for the course will be made up of a series of assignments and the comprehensive final exam.

The assignments (reflection papers and/or applications) will help you demonstrate your understanding of the concepts covered in the modules/text and how those concepts can be applied. These INDIVIDUAL compositions will be evaluated on content, style, structure and/or format, grammar, spelling, and attention to detail.

Use Calibri 11-point font unless otherwise stated in the assignment description and follow the formatting directions identified in the module, textbook, and/or assignment description itself.

Submissions/Files must be formatted as WORD documents.

The assignments are delivered to your instructor via the assignment drop-boxes on Moodle. Please remember to put your name and course number on the assignment and keep a copy in the event the original is lost. I will review your reflection paper/application, offer feedback, and upload the graded paper to Moodle.

The last assignment should be received at least 4 weeks prior to the date you wish to write the exam. This will allow adequate processing time for the request, for feedback, and for setting the exam.

The final exam gives you the chance to "show what you know" and may consist of objective type questions, short answer, and/or application questions, and will be designed to test your knowledge of concepts, terminology, steps in processes, and lists (for example). As such, the questions will be looking for specific answers. The exam is comprehensive and will cover content from ALL modules and readings. It is a closed note/closed book test and requires **in-person proctoring**. **Please note: You must pass the exam (50% or higher) in order to earn credit for this course.**

You will need to submit an application for the exam to OPEN ACADIA and make arrangements with them in advance of your preferred test date. See notes from OPEN ACADIA's handbook below.

Exam

Student Handbook

Academic Integrity

Course Schedule

Please remember that "[o]nline learning is just as intensive as learning face-to-face, and time to do the work needs to be scheduled and planned for, just as if one were attending face-to-face classes" (Boettcher & Conrad, 2010, p.41).

You have up to 6 months to complete this course. You may set your own schedule, but if you intend to complete the course in less than 3 months, you should let me know so that we can arrange a schedule.

Please do not leave all your course work until a few weeks before your completion date and DO NOT submit all your work at one time.

Although I will make every effort to accommodate your schedule within reason, I need time to grade assignments and mark exams. Remember: modules need to be completed in order.

MODULE	ASSIGNMENT(s) DUE?
1.Thinking about Communication—Beginning with the Basics	No
2. Thinking about Communication—Notes on How Messages are Sent & Received	Yes (reflection)
3. Planning Business Messages—Starting Points for Business Communication	Yes (application)
4. Building Your Credibility—Finding and Using External Resources	Yes (application)
5. Choosing Your Words--Writing, Revising, and Editing for Impact	No
6. Writing for the Web, Mobiles, and Social Media	Yes (application)
7. Structuring Business Messages—Good News and Informative Messages	Yes (application)
8. Structuring Business Messages—Delivering Negative News	Yes (application)
9. Structures for Business Messages—Persuading an Audience	Yes (application)
10. The Job Search—Employment Documents	Yes (application)
11. The Job Search—Interviews and Networking	No
12. Collaborating and Communicating—Working in Small Groups & Teams	Yes (reflection)

13. Presenting Your Work— Developing and Delivering Presentations/Speeches	Yes (reflection)
14. Writing Reports	Yes (application)