

### >> Course Overview

Communication is not just about words; it's about understanding, connection, and influence. This comprehensive course is designed to provide students with a solid foundation in essential communication principles. It will equip them with tools and strategies needed to excel in the world of business. This course focuses on basic communication principles, strategizing for effective communication, applying best practices for business deliverables, delivering and receiving communication, and analyzing business communication scenarios. Students will emerge as more effective and persuasive communicators, capable of navigating the complexities of modern business communication with finesse.

### >> Course Outline by Module

<b>Module 1</b>	Basic Communication Principles
<b>Module 2</b>	Effective Communication Strategies I
<b>Module 3</b>	Effective Communication Strategies II
<b>Module 4</b>	Best Practices for Creating Business Deliverables I
<b>Module 5</b>	Best Practices for Creating Business Deliverables II
<b>Module 6</b>	Delivering the Message
<b>Module 7</b>	Receiving Communications
<b>Module 8</b>	Analyzing Communication Scenarios

### >> Course Elements

 Video Instruction

 Interactives

 Reading

 Projects

 Reflections

 Concept Checks

 Quizzes and Exams

 Written Assignments



### >> Instructional Components

Pointful Education Courses are structured in a consistent, research-based format utilizing multiple pedagogical concepts such as Understanding by Design, Growth Mindset, and Video and Project-based learning. Through the use of these pedagogical concepts, Pointful Education maintains a consistent and engaging course structure that supports student-centered learning.

### >> Course Materials

None Required.