» 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

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

» Module Overview and Learning Objectives

| Module 1. Basic Communication Principles

In this module, we'll delve into the nuances of effective communication in a professional context. You will differentiate between professional and unprofessional communication and behaviors, from recognizing the significance of having a professional email address to understanding the impact of etiquette on your digital presence. You'll identify ways to cultivate an appropriate social media presence, meticulously curating your profile information, posts, photos, and videos to align with your career goals. We'll explore the importance of professional time management skills, covering punctuality, attendance, and proper notification protocols to showcase your reliability and dedication. Finally, you'll learn about basic delivery standards, such as facing the audience or speaker, maintaining eye contact, and employing nonverbal communication methods to convey messages and feedback effectively. The course also provides valuable guidance on moderating intonation, rate, tone, volume, and enunciation to ensure your message resonates clearly while keeping your focus on the content and deferring judgment, fostering a respectful and impactful communication style in the professional world.

***Learning Objectives*:** In this module, students will:

- Differentiate between professional and unprofessional communication and behaviors (including recognizing professional email addresses)
- Cultivate an appropriate social media presence (including profile information, posts, photos, and videos)
- Describe professional time management skills (including punctuality, attendance, and notification)
- Identify basic delivery standards (including facing the audience or speaker, making eye contact, and communicating messages or feedback through nonverbal methods)
- Moderate intonation, rate tone, volume, enunciation; keeping attention on the message and deferring judgment.

| Module 2. Effective Communication Strategies Part I

In this module, you will engage in a comprehensive exploration of the intricate dynamics of effective communication. You'll learn to dissect the multifaceted impact of both audience and environment on message delivery, as well as the key role audience demographics play in tailoring messages. Through case studies and real-world scenarios, you will discover how the choice of in-person or remote communication, audience size, room size, and available equipment can profoundly influence the efficacy of a message. You'll gain the essential skill of discerning the primary purpose of a communication scenario, differentiating between informative, persuasive, and motivational messages, and refining your ability to employ ethical, emotional, and logical persuasion techniques. This module will help you navigate the intricate landscape of professional and personal communication with discernment, empathy, and precision.

Learning Objectives: In this module, students will:

- Analyze the effect of the audience on how messaging is delivered (including identifying audience data required to craft an effective message, analyzing audience demographics like age, education, gender, marital status, race, religion, and other statistical population factors)
- Analyze the effect of the environment on a message (including in-person vs remote, audience size, room size, and available equipment)
- Identify the purpose of a communication scenario (including primary message to be delivered)
- Differentiate between informative, persuasive, and motivational messages
- Distinguish between ethical, emotional, and logical persuasion

| Module 3. Effective Communication Strategies Part II

In this module, we'll embark on a journey to address critical legal and ethical issues in communication, including accessibility compliance, attribution, bias-free communication, data confidentiality, copyright, and plagiarism. You will also learn how to navigate requests for data ethically and legally. We'll explore how to select the most appropriate medium for your messages, differentiating between face-to-face discussions, phone calls, voice messages, and various forms of written communication. Additionally, we'll delve into the world of visual messaging methods, including PowerPoint presentations, videos, and leveraging business-related social media platforms. Lastly, you will master the art of outlining and summarizing your messages effectively, ensuring that your ideas are clear, concise, and impactful. Get ready to enhance your communication skills and become a proficient communicator in diverse scenarios!

***Learning Objectives*:** In this module, students will:

- Address legal and ethical issues in a communication scenario, including:
  - Defining and analyzing accessibility issues (including ensuring that presentations and documents comply with accessibility standards)
  - Attribution
  - Bias-free communication (and identifying biased communication terminology)
  - Confidentiality (including removing personal data from presentations and documents)
  - Copyright, trademarks, and plagiarism
  - Responding to requests for data
- Select the most appropriate medium for the communication to be given
- Define and differentiate between face-to-face discussions, phone calls, voice messages, and written messages (including emails, text messages, business letters, job applications, resumes, and meeting agendas/meeting minutes)

- Identify various visual messaging methods such as PowerPoint presentations, videos, and business-related social media messages using platforms like Instagram, Facebook, LinkedIn, and X (formerly Twitter)
- Outline and summarize your message effectively (including creating and completing a concise outline, outlining messages, and summarizing the planned messages)

| Module 4. Best Practices for Creating Business Deliverables Part I

Throughout this module, you'll learn to assemble precise business communication deliverables that make your messages stand out. You'll also discover how to create a variety of business communications, including business letters, meeting agendas, meeting minutes, and resumes, using carefully crafted components. We'll delve into analyzing the effectiveness of different forms of business communications, employing spelling and grammar tools to refine your messages. Furthermore, you'll explore the significance of applying visual design standards to elevate the visual impact of your business communications. By the end of this module, you'll have the skills and knowledge necessary to communicate effectively in a variety of professional contexts, ensuring your messages are clear, polished, and impactful.

***Learning Objectives*:** In this module, students will:

- Assemble accurate business communication deliverables
- Create business communications such as business letters, meeting agendas, meeting minutes, and resumes from components
- Analyze the effectiveness of different forms of business communications using spelling and grammar tools
- Apply visual design standards to business communications

| Module 5. Best Practices for Creating Business Deliverables Part II

This module digs into the dynamic world of visual design and data visualization in business communications. You will learn to identify the design principles that underpin effective business communication, including balance, proximity, alignment, repetition, contrast, space, the rule of thirds, color choice, and white space. Through engaging examples and case studies, you'll be able to distinguish between effective and ineffective visual design across various platforms, from presentation slides to emails and documents. The module explores how to harness data visualization techniques to convey complex information effectively, including elements like graphs, charts, plots, and infographics. You will also discover how to interpret data visualization graphics in the most impactful way, ensuring messaging is clear and compelling. This comprehensive module equips professionals to master the art of visual design and data presentation for powerful business communication.

Learning Objectives: In this module, students will:

- Identify design principles of business communications, including:
    - Balance
    - Proximity
    - Alignment
    - Repetition
    - Contrast
    - Space
    - Rule of thirds
    - Color choice and white space
- Distinguish between effective and ineffective visual design for business communications (including presentation slides, emails, and documents)
- Identify effective uses of data visualization to present complex information
- Distinguish and determine the appropriateness of using elements like graphs, charts, plots, and infographics
- Determine the best way to interpret the message of a data visualization graphic

| Module 6. Delivering the Message

In this module, you'll embark on a comprehensive journey through the intricate dynamics of message delivery. You will explore the multifaceted variables that influence message effectiveness, encompassing personal presentation elements such as attire and hygiene. Through interactive discussions and practical insights, you will understand the far-reaching impact of environmental variables, including location, physical space, technology, and formality, on message delivery. The module delves into the nuances of regional language variations, imprecise language, jargon, context, and perception, enabling you to navigate diverse communication landscapes. Moreover, you'll gain the skills needed to adapt messages based on audience feedback, be it direct or indirect, including subtle cues like body language. By the module's conclusion, you will be well-equipped to master the art of delivering messages that resonate, adapt to an audience's needs, and thrive in a multitude of settings.

***Learning Objectives*:** In this module, students will:

- Describe the variables involved in delivering an effective message
- Identify personal presentation elements like attire and hygiene
- Understand how environmental variables like location, physical space, technology, and formality can affect the message delivery
- Evaluate issues like regional language variations, imprecise language, jargon, context, and perceptions when delivering the message
- Identify methods of adapting messages based on audience feedback (including direct feedback and indirect feedback like body language)

| Module 7. **Receiving Communications**

This module offers an exploration of message comprehension and response in the realm of business communication. You will hone your skills at restating key points from messages, ensuring a shared understanding of the content. You'll delve into the primary objectives behind both verbal and written communication, learning how to discern these goals and effectively summarize them. Additionally, the module will equip you with skills to craft appropriate responses and formulate clarifying questions to enhance clarity and productive interactions in a business context. By the end of this module, you will be well-prepared to excel in the multifaceted world of message comprehension and response, vital for success in the professional sphere.

Learning Objectives: In this module, students will:

- Restate the key points of a given message in business communication
- Identify the primary goal of verbal communication and summarize it
- Identify the primary goal of written communication and summarize it
- Identify appropriate responses and clarifying questions for a business message

| Module 8. **Analyzing Communication Scenarios**

This module covers a wide spectrum of professional competencies essential for career success. You will explore the crucial aspects of obtaining employment, gain insights into common mistakes made by both interviewers and applicants, and distinguish between appropriate and inappropriate job application documents. Additionally, the module delves into the art of analyzing expressions of and responses to feedback, encompassing constructive criticism, feedback reception, seeking feedback, setting expectations, and modeling behavior. You'll also gain a deeper understanding of communication etiquette within a business hierarchy, extending to interactions with supervisors, peers, subordinates, and collaborative group dynamics. The module will further equip you to identify, define, and address customer service requests, focusing on problem resolution, solution identification, and effective team and customer interfacing. By the module's conclusion, you will be well-prepared to navigate the multifaceted landscape of professional competencies, from career advancement to customer satisfaction.

Learning Objectives: In this module, students will:

- Analyze the important factors of obtaining employment (including identifying common mistakes made by interviewers and applicants, and distinguishing between appropriate and inappropriate job application documents)
- Analyze expressions of and responses to feedback (including giving constructive criticism, receiving constructive criticism, seeking feedback, setting and clarifying expectations, and modeling correct behavior as a feedback mechanism)
- Analyze communication etiquette within a business hierarchy, which can include communicating with supervisors, peers, subordinates, and group collaboration
- Identify the problem, solution, and appropriate action(s) of a customer service request
- Define and restate the customer problem, identify the solution the customer desires and available solutions, and interface with team members and customers