



# Communication Studies (CMNS) 380

## Corporate Communication (Revision 5)

**Delivery mode:** Individualized study online [↗](#)

**Credits:** 3

**Areas of study:** Arts or Social Science

**Prerequisites:** None. If the student has no management experience, **ADMN 232** or **COMM 243** is recommended.

**Precluded:** CMNS 380 cannot be taken for credit if credit has already been obtained for HSRV 376

**Challenge:** CMNS 380 has a challenge for credit option.

**Faculty:** Faculty of Humanities and Social Sciences [↗](#)

**Status:** Replaced with new revision, see the **course listing** [↗](#) for the current revision **ⓧ**



## Overview

Communication Studies 380: Corporate Communication is designed to provide students with new insights into the relationships among leadership, strategy, and communication, and to give practitioners of corporate communication a broad framework that helps them make effective decisions about communication approaches, priorities, and activities. Communication Studies 380 addresses organizational issues in the context of communication, and discusses corporate communication analysis in detail, to enable practitioners to provide advice on communication to leaders and teams. Students are exposed to applied communication problems, including issues of communication processes and ethics, among other current topics in this field. The course gives students the opportunity to apply the concepts presented to real corporate settings and experiences.

## Outline

- Unit 1: Changing Concepts
- Unit 2: Leadership
- Unit 3: Public Consultation
- Unit 4: Issue Management
- Unit 5: Strategy
- Unit 6: Change Management
- Unit 7: Learning Organizations
- Unit 8: Social Responsibility

## Evaluation

To **receive credit**  for this course, you must obtain at least 50% on the term project, and an overall course grade of at least **D (50 percent)** .

The weighting of the composite grade is as follows:

Activity	Weight
Assignment 1	15%
Assignment 2	15%
Assignment 3	15%
Term Project Proposal	10%
Term Project	30%
Online Discussion	15%
<b>Total</b>	<b>100%</b>

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** [↗](#).

**Note:** Weighting in grouped-study offerings may be altered to accommodate a classwork component.

## Materials

This course either does not have a course package or the textbooks are open-source material and available to students at no cost. This course has a **Course Administration and Technology Fee** [↗](#), but students are not charged the Course Materials Fee.

All course materials are available online.

## Challenge for credit

### Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

## Evaluation

To **receive credit** [↗](#) for the CMNS 380 challenge registration, you must achieve a grade of at least **D (50 percent)** [📄](#) on the examination.

Activity	Weight
Take-home assignment	30%
Exam	70%
<b>Total</b>	<b>100%</b>



**Challenge for credit course registration form**

## Important links

- › **Academic advising** [↗](#)
- › **Program planning** [↗](#)
- › **Request assistance** [↗](#)
- › **Support services** [↗](#)

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

*Opened in Revision 5, April 30, 2018*

*Updated March 20, 2023*

View **previous revision** [↗](#)

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