

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

COMM450

Course Summary

Course : COMM450 **Title :** Strategic Communication Career Management and Ethics

Length of Course : 8 **Faculty :**

Prerequisites : COMM351 **Credit Hours :** 3

Description

Course Description:

This course is designed to provide students with the knowledge and understanding of strategic communication career management to ensure long-term career success. Students will learn the tools and strategies that will allow them to change with their industry, change industries, be flexible, constantly learn, network, and always be advocating for their own success. The importance of career management will be studied to ensure that strategic communication students will have the tools and strategies that will allow them to change with their industry, be flexible, constantly learn, network, and have long-term career success. In addition, advanced topics in ethics will be explored to ensure that all communication efforts are ethical and align to the values of the student and the mission of the organization. By the end of the course, students will be prepared to find employment in any industry by presenting themselves as communication professional. (Prerequisite: COMM351)

Course Scope:

Objectives

- CO1: Analyze and critique the opportunities and challenges in the communication field over the long and short-term.
 - CO2: Describe and explain the importance of a communication plan for communication success.
 - CO3: Analyze strategic communication trends to develop leadership competencies that will allow the student to stay ahead of changes in the communication field.
 - CO4: Analyze and critique advanced topics in communication ethics.
 - CO5: Students will develop a professional portfolio of artifacts from the degree program to present to future prospective employers.
 - CO6: Recognize and explain personal leadership traits that will contribute to strategic communication career success.
 - CO7: Create an updated resume that highlights the strengths, skills, competences, and higher order thinking of a communication professional.
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Outline

Week 1: Strategic Communication Career Leadership and Ethics

Course Objective(s)

- CO1: Analyze and critique the opportunities and challenges in the communication field over the long and short-term.

Reading & Resources

Week 1 Reading & Resources

Week 1 Learning Materials

Assignment(s)

Week 1 Discussion

Week 2: Strategic Communication Plan

Course Objective(s)

- CO2: Describe and explain the importance of a communication plan for communication success.

Reading & Resources

Week 2 Reading & Resources

Week 2 Learning Materials

Assignment(s)

Week 2 Assignment: Communication Plan

Week 3: Leadership Adaptation

Course Objective(s)

- CO3: Analyze strategic communication trends to develop leadership competencies that will allow the student to stay ahead of changes in the communication field.

Reading & Resources

Week 3 Reading & Resources

Week 3 Learning Materials

Assignment(s)

Week 3 Discussion

Week 4: Ethical Issues in Communication

Course Objective(s)

- CO4: Analyze and critique advanced topics in communication ethics.

Reading & Resources

Week 4 Reading & Resources

Week 4 Learning Materials

Assignment(s)

Week 4 Discussion

Week 5: ePortfolios

Course Objective(s)

- CO5: Students will develop a professional portfolio of artifacts from the degree program to present to future prospective employers.

Reading & Resources

Week 5 Reading & Resources

Week 5 Learning Materials

Assignment(s)

Week 5 Discussion

Week 6: Portfolio Section (and editing)

Course Objective(s)

- CO5: Students will develop a professional portfolio of artifacts from the degree program to present to future prospective employers.

Reading & Resources

Week 6 Reading & Resources

Week 6 Learning Materials

Assignment(s)

Week 6 Assignment: Finalizing Portfolio

Week 7: Professional Communication Resume

Course Objective(s)

- CO6: Recognize and explain personal leadership traits that will contribute to strategic communication career success.
- CO7: Create an updated resume that highlights the strengths, skills, competences, and higher order thinking of a communication professional.

Reading & Resources

Week 7 Reading & Resources

Week 7 Learning Materials

Assignment(s)

Week 8: Strategic Communication Reflection

Course Objective(s)

- CO1: Analyze and critique the opportunities and challenges in the communication field over the long and short-term.
- CO6: Recognize and explain personal leadership traits that will contribute to strategic communication career success.
- CO7: Create an updated resume that highlights the strengths, skills, competences, and higher order thinking of a communication professional.

Reading & Resources

Week 8 Reading & Resources

Week 8 Learning Materials

Assignment(s)

Week 8 Discussion

Week 8 Assignment: Cover Letter and Resume

Evaluation

Grading:

Name	Grade %
Discussions	40.00 %
Week 1 Introductions	4.00 %
Week 1 Discussion	6.00 %
Week 3 Discussion	6.00 %
Week 4 Discussion	6.00 %
Week 5 Discussion	6.00 %
Week 7 Discussion	6.00 %
Week 8 Discussion	6.00 %
Assignments	60.00 %
Week 2 Assignment: Communication Plan	15.00 %
Week 6 Assignment: Finalizing Portfolio	15.00 %
Week 8 Assignment: Cover Letter and Resume	30.00 %

Materials

Book Title: Leadership Matters? Finding Voice, Connection and Meaning in the 21st Century - e-book

available in the APUS Online Library

Author: Mabey, Chris

Publication Info: Routledge Lib

ISBN: 9781138572058

Please see the weekly Reading & Resources.

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the citation and reference style for courses in the Communication program area.
- Please note that no formal citation style is graded in the Discussions--only attribution of sources (please see details regarding Discussion communication below).

Tutoring

[Tutor.com](#) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Turnitin:

Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty:

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Discussions:

- All initial discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
- All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
- Discussions are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions. The purpose of the discussions is to actively participate in an on-going discussion about the assigned content.

- “Substantive” means comments that contribute something new and important to the discussion. A message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
 - As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
 - You must post a response to the weekly discussion topic and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly discussion guidelines for specific expectations on the number of replies and word count requirements.
 - Late posts to a discussion topic will be subject to the School late policy and may not be accepted without instructor approval.
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Communications

Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the [Student Handbook](#), and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- [Tips on Using the Office 365 Email Tool](#)

Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
 - Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).
 - The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
 - Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.
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University Policies

Consult the [Student Handbook](#) for processes and policies at APUS. Notable policies:

- [Drop/Withdrawal Policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Academic Dishonesty / Plagiarism](#)

- [Disability Accommodations](#)
- [Student Deadlines](#)
- [Video Conference Policy](#)

Mission

The [mission of American Public University System](#) is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

Minimum Technology Requirements

- Please consult the catalog for the minimum hardware and software required for [undergraduate](#) and [graduate](#) courses.
- Although students are encouraged to use the [Pulse mobile app](#) with any course, please note that not all course work can be completed via a mobile device.

Disclaimers

- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.