

# APPLIED COMMUNICATIONS (CMNS)

Registration in some course sections is restricted to students in particular programs. See Timetables - [kpu.ca/registration/timetables](http://www.kpu.ca/registration/timetables) (<http://www.kpu.ca/registration/timetables/>) - for current section information.

Visit the BC Transfer Guide - [bctransferguide.ca](https://www.bctransferguide.ca) (<https://www.bctransferguide.ca/>) - for information about course transfer in B.C.

## CMNS 1101 3 credits

### Foundations of Business Communications

This course provides international students with an understanding of expectations of communication in a Canadian business environment, while developing the foundational skills, strategies, and communication practices essential for business education in Canada. Students will be introduced to basic communication strategies, with emphasis on grammar and syntax, current conventions for business correspondence, improving intercultural communication fluency, and oral communication.

Level: UG

Co-requisite(s): BUSI 1101

Credit Exclusion: CMNS 1110

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), PW\_3 (<https://calendar.kpu.ca/courses-az/#pathwaytext>)

## CMNS 1110 3 credits

### Fundamentals of Business Communication

Students will be introduced to the interactive relationship between context, message, audience, and purpose in workplace writing. In the process, they will learn basic strategies, with emphasis on grammar and syntax, and current conventions for correspondence and short reports, research and documentation, integration of visual elements. Students will also learn oral report preparation and presentation skills, which they will demonstrate through in-class presentations.

Level: UG

Credit Exclusion: CMNS 1101

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), PW\_2 (<https://calendar.kpu.ca/courses-az/#pathwaytext>)

## CMNS 1120 3 credits

### Applied Oral Communications

Students will study the theories, principles and applications of oral communications, and apply these theories and principles to design, develop and deliver effective oral presentations for a variety of contexts.

Level: UG

Prerequisite(s): English 12 or TPC 12 or ABEE 0091 or PSPE 1091 or ENGP 1091 or LPI 26 or ELST 0381 and 0386 with a B) or ENGL 1099 or ENGQ 1099 or CMNS 1110 or 1105 or Kwantlen English Assessment Test Placement

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

## CMNS 1140 3 credits

### Introduction to Professional Communication

Students will learn how to analyze context and audience, determine purpose, message content, visual design and media in order to create written workplace messages that can be received, understood, used and retrieved with speed and accuracy.

Level: UG

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

## CMNS 1216 1.5 credits

### Writing for the Specialized Workplace 1

Students will learn how to analyze audience and context in order to communicate effectively in specialized workplace environments which require sensitivity and the ability to tailor messages for audiences with different, often conflicting, needs and priorities. They will learn basic communication strategies, document conventions, resume design, visual design techniques, and correct language usage. The course will be delivered partially online.

Level: UG

Attributes: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), F2A2 (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

## CMNS 1217 1.5 credits

### Writing for the Specialized Workplace 2

Students will learn how to analyze audience and context in order to communicate effectively in specialized workplace environments involving persuasion, collaboration and conflict resolution. They will learn basic research strategies, teamwork strategies, page design for specialized document creation, and conflict resolution approaches. The course will be delivered partially online.

Level: UG

Prerequisite(s): CMNS 1216

Attributes: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), F2A2 (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

## CMNS 2140 3 credits

### Communications For Design Professionals

Students will learn the written and oral communication skills required by marketing design professionals to develop, manage, and communicate complex information in their professional practice. Students will learn the basis of client and project management in agency and organizational contexts, and the principles, theories and techniques required for designing, developing and communicating creative marketing briefs, proposals, reports, and oral pitch presentations.

Level: UG

Prerequisite(s): ENGL 1100

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

## CMNS 3000 3 credits

### Advanced Professional Business Communications

Students will study communications theories and then prepare audience-centred correspondence, proposals, business plans, executive summaries, reviews, commentaries, complex analytical reports and presentations. They will complete written assignments that emphasize critical thinking, writing, and visual literacy.

Level: UG

Prerequisite(s): 36 credits including CMNS 1140 and ENGL 1100

Cross-listing: ENTR 3000

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**CMNS 3100 3 credits**

**Technical Report Writing**

Students will learn written and oral communication skills required by behavioural science professionals to develop, manage, and communicate complex information in their professional practice. They will learn the principles, theories, and techniques required for designing, developing, and communicating proposals, reports, and project plans, and will apply them to written and oral projects integrated within a project management framework throughout the course.

Level: UG

Prerequisite(s): ENGL 1100 and 3 credits of any 1200 level ENGL course

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

#courseattributestext)

**CMNS 3120 3 credits**

**Persuasive Writing and Speaking**

Students will learn the principles of persuasion and apply them to strategic conversations, dialogues and documents with a variety of audiences. They will also learn rhetorical strategies and techniques that include various ways to identify audience needs, stimulate audience attention, spark audience interest and generate appropriate actions from targeted audiences.

Level: UG

Prerequisite(s): CMNS 1140 and 45 credits of 1000 and 2000 level courses

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

#courseattributestext)

**CMNS 3130 3 credits**

**Theories of Human Communication**

Students will examine the history of human communication, from oral to print to digital media, as that history is reflected in modern theories and practices among individuals and within organizations. They will learn techniques to apply traditional and contemporary communication theories as those theories relate to professional contexts.

Level: UG

Prerequisite(s): CMNS 1140 and 45 credits of 1000 and 2000 level courses

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

#courseattributestext)

**CMNS 3250 3 credits**

**Digital Media Communication**

Students will examine principles and practices of traditional and emergent online digital media. They will learn how to evaluate and choose the most appropriate media to deliver a specific message to a target audience. Students will learn how to develop, analyze, and evaluate products such as social media initiatives, media kits, and customer relations management applications.

Level: UG

Prerequisite(s): CMNS 1140 and 45 credits of 1100 courses or higher

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

#courseattributestext)

**CMNS 3800 3 credits**

**Managing Project Communications**

Students will learn how to plan, develop and manage the communications process from inception to completion. They will apply critical-path methodology, document control, human-resource management and conflict-resolution techniques to team- and multi-authored documentation projects.

Level: UG

Prerequisite(s): CMNS 1140 and 45 credits of 1100 or higher level courses

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

#courseattributestext)

**CMNS 4250 3 credits**

**Communications Research**

Students will conduct primary and secondary research using tools they develop such as surveys, focus groups, observations and interviews. They will be required to manage their quantitative and qualitative data and interpret their results. Students will also learn to collect, interpret and use information taken from subject matter experts, journals and informational databases in order to support their written communications and publications.

Level: UG

Prerequisite(s): CMNS 3130

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

#courseattributestext)

**CMNS 4300 3 credits**

**Internal Communications**

Students will investigate the role of employee communications in organizations by integrating concepts of human resource management and motivational theory. They will focus on common principles and practices of effective internal organizational communications. Students will learn to manage issues through top-down, bottom-up, peer-to-peer and interdepartmental communications. They will learn how to integrate internal communications plans and audits into the overall communications efforts of organizations, either through work projects in real-life organizations or simulated case studies.

Level: UG

Prerequisite(s): CMNS 1140 and ENTR 3000, 3 credits of a first year ENGL course and 9 credits of courses at the 3000 level or above

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

#courseattributestext)

**CMNS 4400 3 credits**

**External Communications**

Students will analyze principles and implement techniques for communication with diverse audiences, using written and visual media, and various social media platforms. Upon completion of the course, students will know how to coordinate organizational efforts to develop an external communications plan (based on real and/or simulated situations) aimed at government regulators, media, community groups, relevant organizations, investors, and/or the public.

Level: UG

Prerequisite(s): CMNS 1140 and ENTR 3000, 3 credits of a first year ENGL course and 9 credits of courses at the 3000 level or above

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

#courseattributestext)