

## **\*COMM 196: Communicating Effectively (formerly COMM 218)**

Length: 14 hours

With so many methods of communication available to us today, it is difficult to know how, when or what to communicate in order to get your message across in the most effective manner. This course focuses on honing your interpersonal communication skills so you will be able to confidently communicate in the workplace with power and purpose.

### **Module 1: Foundations of Communication**

- Describe the significance of communication in the workplace.
- Discuss the importance of social communication in the workplace today.
- Define communication.
- Describe the communication process.
- Demonstrate one-way versus two-way communication.

### **Module 2: Interpersonal Communication**

- Recognize verbal and non-verbal communication.
- Discuss how personality styles affect communication.
- Identify visual, auditory and kinesthetic influences in communication.
- Examine listening and questioning techniques.
- Analyze factors that challenge workplace conversations.

### **Module 3: Group Communication**

- Identify factors that impact group communication.
- Compare passive, aggressive, assertive and passive-aggressive communication attributes.
- Discuss methods for building rapport.
- Describe how participants interact in groups.
- Explain how to create an effective communication strategy.

### **Module 4: Communicating In Today's World**

- Assess implications of communication in an evolving workplace.
- List guidelines for workplace connectivity.
- Discuss current social media.
- Explain how to establish a social media policy.