

Write something

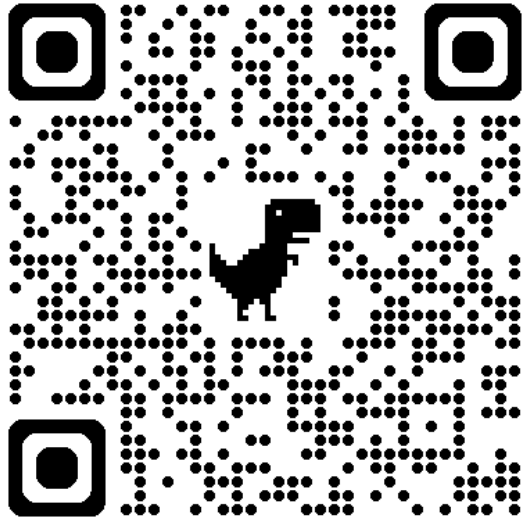
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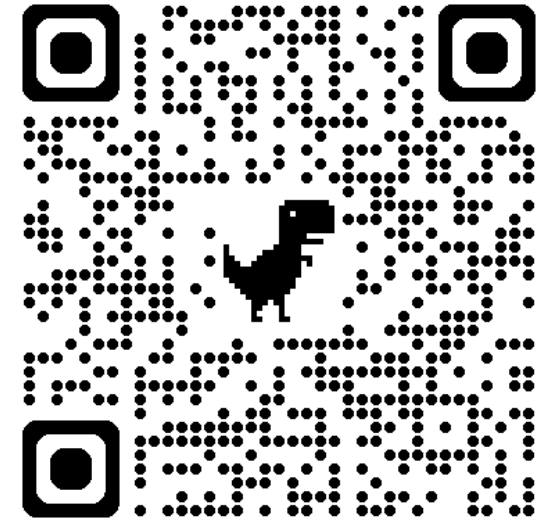
# Advanced Professional Communication

## CMNS 3420-02

Course Website



Course Moodle Site







# Territorial Acknowledgement

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# Where we're going today



Strategic  
Communication



Course Scenario:  
Remote Work



Requests for  
Proposals



Prepare for Journal  
Task One



**Message**  
information, argument  
reasons, evidence, data, structure

# Strategic Communication

**Rhetorical Triangle**

**Audience**

beliefs, values  
knowledge, experience

**Communicator**

ethos (credibility), authority  
correctness, appearance, eloquence



# Five tenets of strategic communication



Over the summer of 2025, 2 TRU students drowned in the Thompson River. The President has tasked a group of students (you and your classmates) to develop 2-3 strategic communications aimed at increasing student awareness of water safety.

What do you need to consider in developing strategic communications in this situation?



Power has gone out on campus and the surrounding neighbourhoods. It's unlikely to come on until this evening. You are a senior communications director at the university and need to let the TRU community know about steps to take for the rest of the day.

What do you need to consider in developing strategic communications in this situation?





# Remote Work in Canada

- [How well is return to work going?](#)





# Requests for Proposals

- For this course
- BC Bid
  - Sample RFP – Village of Ladner



# Journal One



Task description and rubric in course website



Submit in Moodle



Due Friday, September 12



# Preparing for next week

- Complete Journal One by Friday
- Work through Unit 1, Section 1 (course website) for Tuesday

