

CMNS 3420 – 04 – Advanced Professional Communication – January 14, 2026

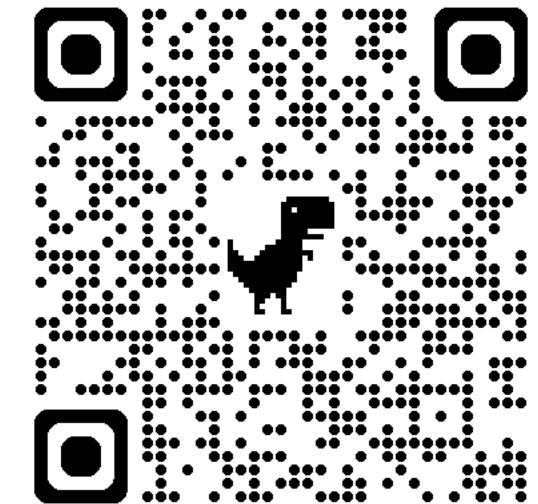
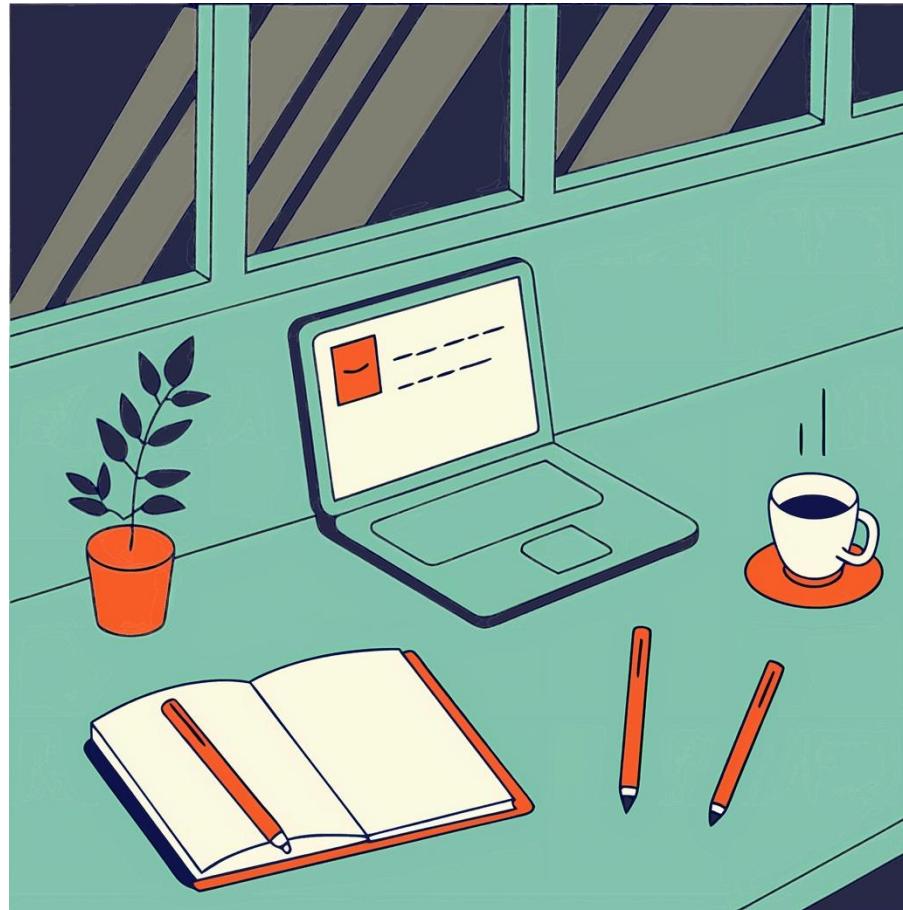
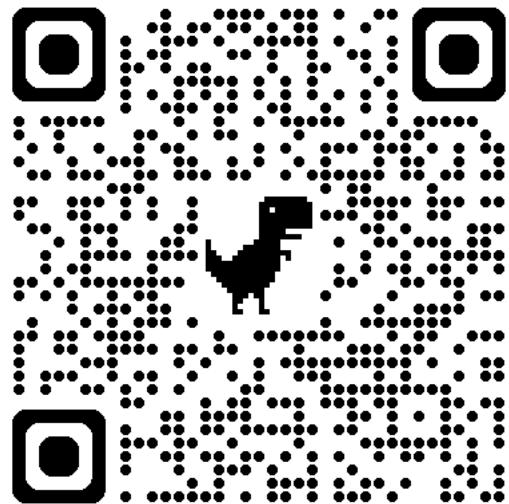
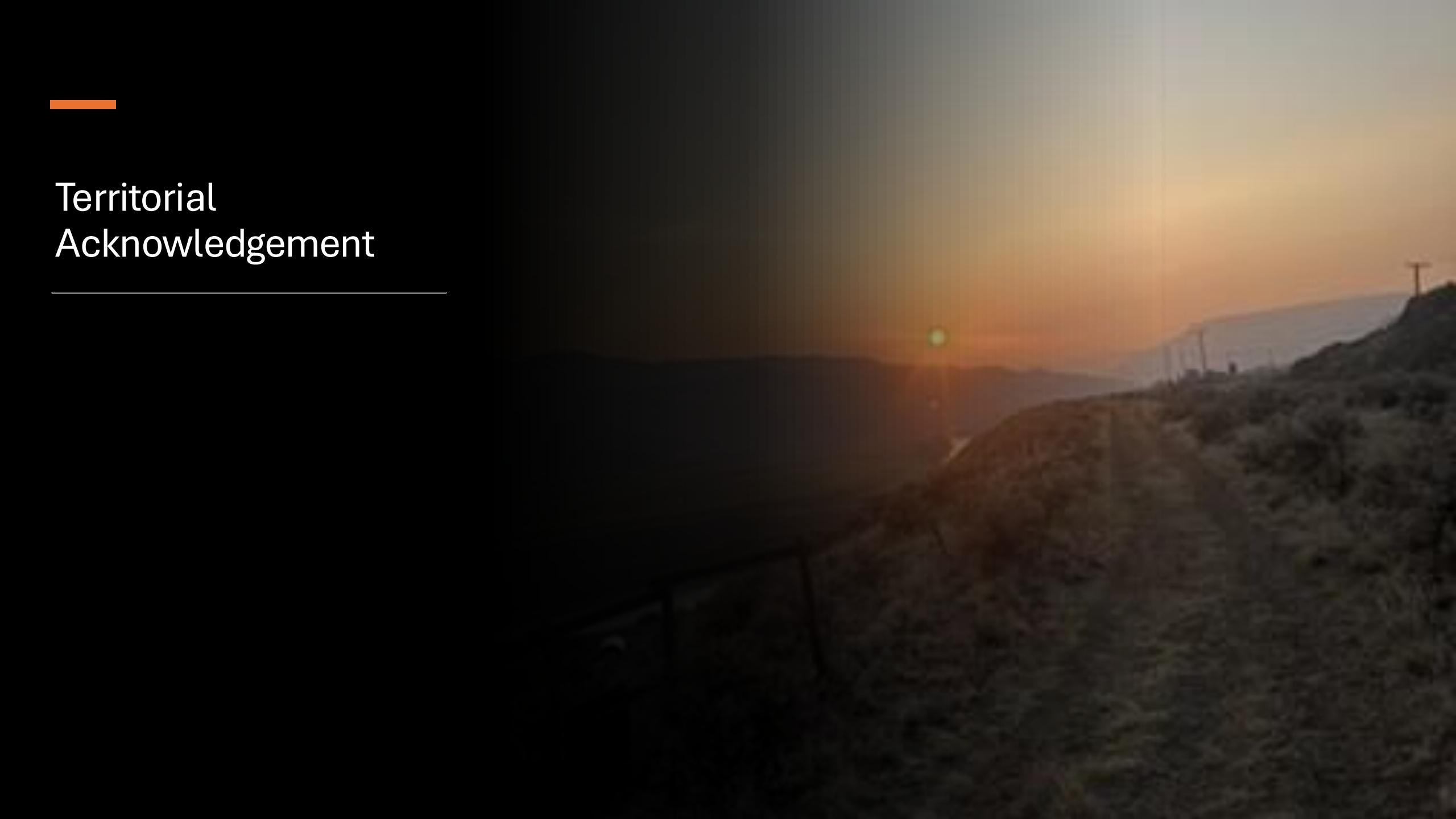


Illustration by [Art Attack](#) on [Unsplash](#)

Territorial Acknowledgement



Where we're going today



Strategic
Communication



Course Scenario: Social
Isolation / Loneliness

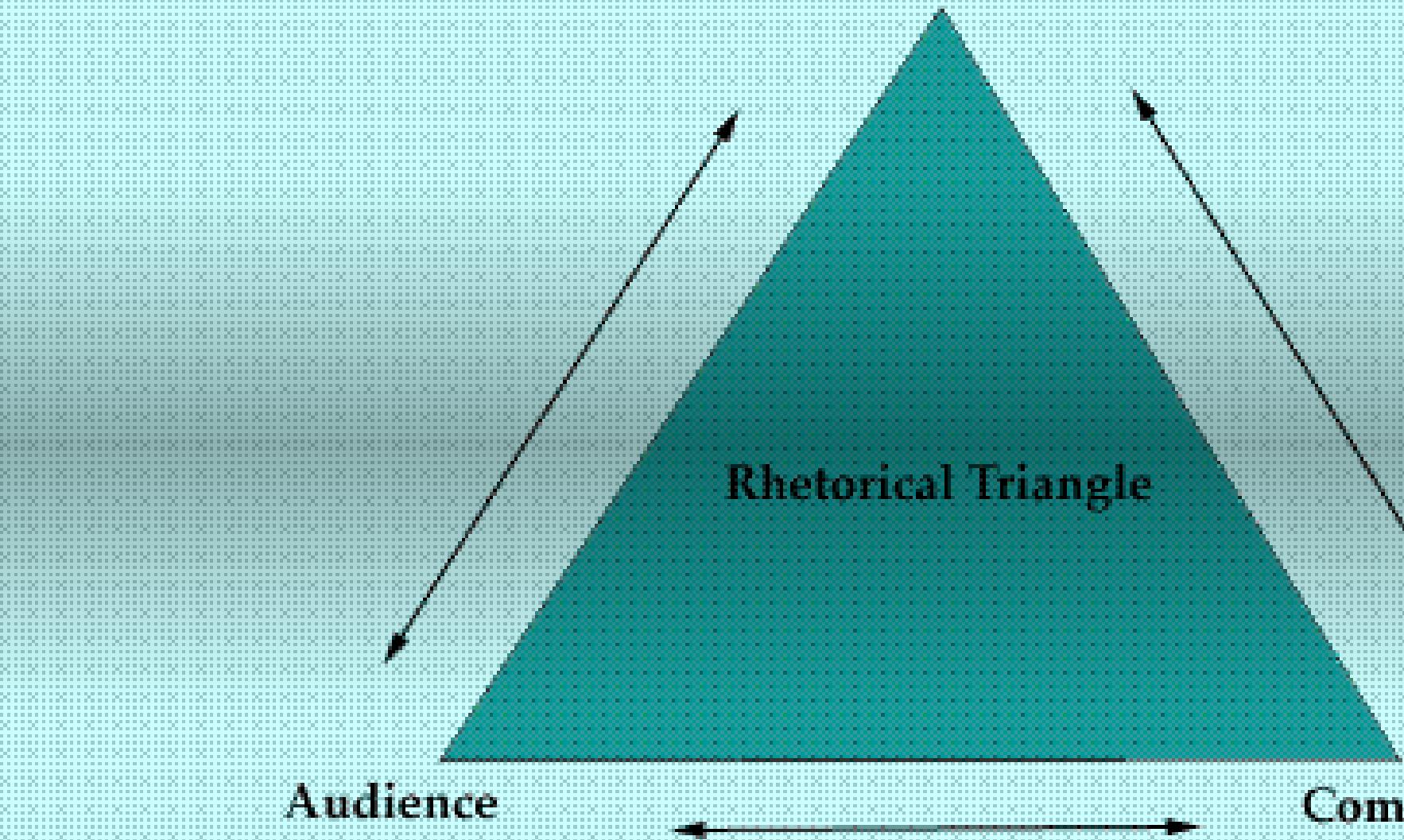


Requests for Proposals



Prepare for Journal Task
One

Strategic Communication



Audience
beliefs, values
knowledge, experience

Message
information, argument
reasons, evidence, data, structure

Communicator
ethos (credibility), authority
correctness, appearance, eloquence

Five tenets of strategic communication



Intentional
message design



Correct platform(s)



Calculated Timing



Audience selection
and analysis



Desired impact

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?



The National





Requests for Proposals

- For this course
- BC Bid

Journal One



Task description in Moodle and course website

Rubric in Moodle



Submit in Moodle



Due Monday, January 19

Preparing for next week

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

