



CMNS 3240
Advanced Professional Communication – Fall 2026

Photo by [Vitaly Gariev](#) on [Unsplash](#)

Territorial Acknowledgement

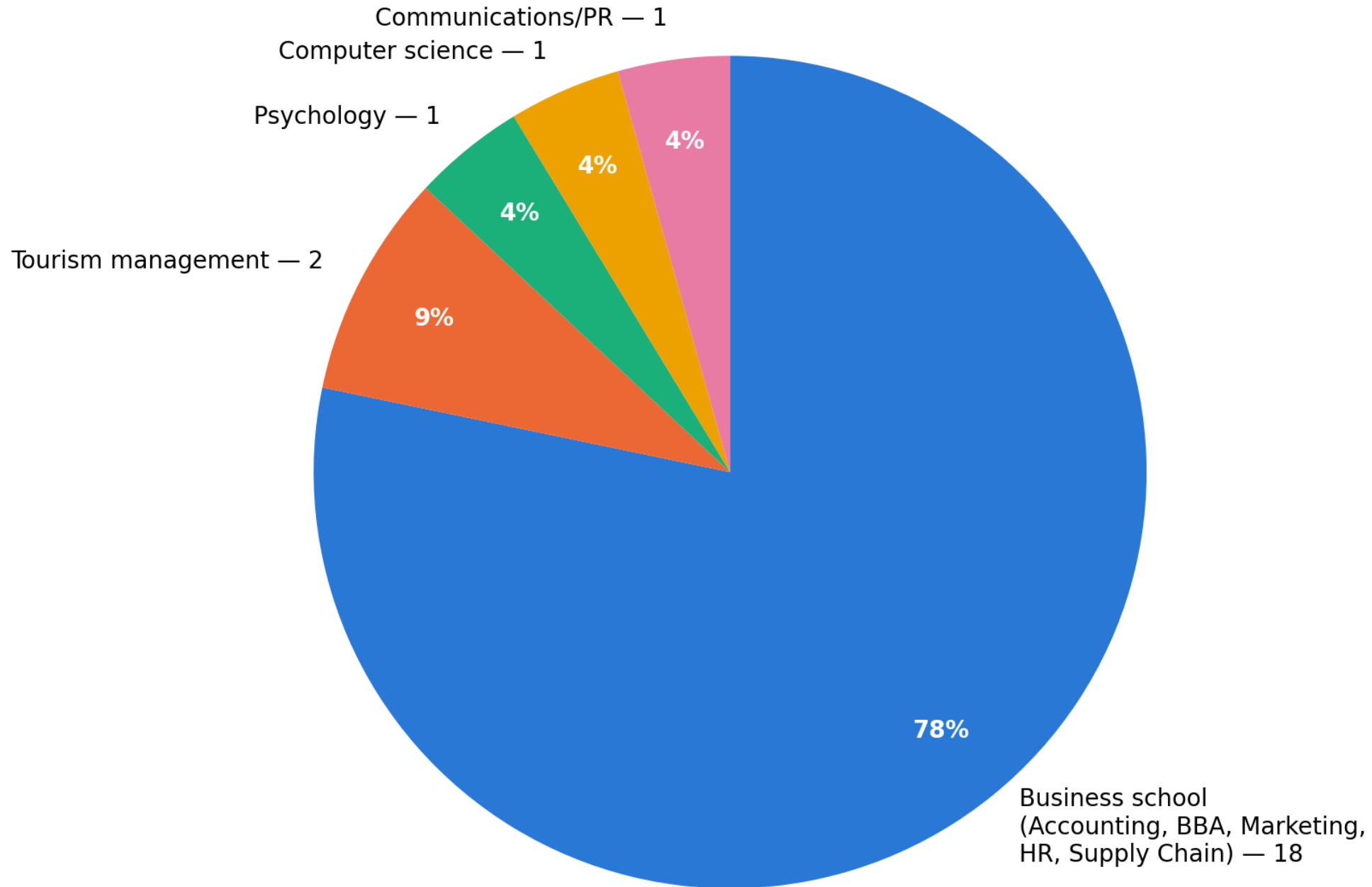


Where we're going today

Who's here? A
Summary of
survey responses

Introduction to
Strategic
Communication

Student majors (n=23)



Interest in the subject?

- Average 4.0 out of 5
- You mentioned these interests...
 - writing and presenting more confidently
 - communicating better in a workplace or with managers
 - preparing for your career
- Also required course for many
- Confidence in succeeding
 - Average 79 out of 100
 - Range 50 to 100

Course Mechanics

- Written comments strongly preferred (19/23)
- Means of contact:
 - Email (19/23)
 - In-person meetings (4/23)
- Real-world examples, applied methods, and discussion

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?



News and events

September 16 – TRUSU
Community Breakfast

September 16 – [Little
Lectures, Big Ideas](#)

September 25 – Canadian
Assoc of Journalists Panel



Preparing for next
class