Course Outline

Department or Program	Arts, Communications and Social Sciences		
Prefix and Code	WORK 490	**Credits**	3
Title	Communication Capstone Project		

Course Description
This capstone course guides students through the process of delivering a consulting project for a real organization (the client). After identifying a challenge or an opportunity for the client, students will work in groups to research, analyze, and provide recommendations which culminate in a strategic communications plan. Students will document updates through progress reports and presentations. This course is best taken in the last term so students can synthesize the program learning outcomes.

Prerequisites	WORK 298 and COMM 410
Co-requisites	N/A
Non-Course Pre-requisite/ Co-requisite	Course to be best taken in the last term

Student Learning Outcomes (max. 6)
1) Demonstrate effective project management and collaboration skills while adhering to project deliverables and timelines 2) Develop leadership, team building, advanced writing, and oral presentation skills 3) Assess the needs, challenges, and/or opportunities of a real organization 4) Apply program concepts to research, analyze, and deliver practical solutions based on a client's objectives

Main Topics
- How to identify the scope of a project   - How to define communication objectives based on the needs/challenges of an organization   - How to conduct a SWOT based on the context of an organization   - Audience research, analysis, and segmentation   - Communication channels and tactics based on audience analysis.   - How to develop key messaging for various audiences   - How to adapt key messaging to channels/tactics   - Timeline and budget framework for a communication plan   - Risks and mitigations in communications planning   - Evaluation framework for a communications plan (including tools and KPIs)   - Real world case studies and applied activities   - Branded business progress reports, plans, and presentations   - How to assess peers in a project setting   - How to improve collaboration and teamwork using tools and advanced communication skills   - Group leadership and governance

Student Performance Assessments and Weighting

Assessment Type	Count	Weight per Assessment (%)	Total %	
Participation – Individual (Refer to rubric in the course shell)	1	15	15	
Course Reflection (individual)	1	15	15	
Project Proposal (Group)	1	10	10	
Progress Report Presentation (Group, Individual)	1	5,10	15	
Strategic Communications Plan (Group, Individual)	1	5,15	20	
Final Presentation (Group, Individual)	1	5,15	20	
Peer Assessment	1	5	5	

Required Books or Materials
• ALL OER materials listed with URLs or posted on the course website.

Instructional Hours:	In class (lecture) Hours: 20	Seminar/ Tutorial:	Lab Hours:
Total Hours: 44; Total Weeks: 10	Field Experience Hours:	Other (specify): *Online Guided Learning*: 22	Other Contact Hours:2

*Passing Grade:	Letter grade "C" or higher (>=60%)	***Grading:**	Letter Grade
*Graduation Requirements:	Bachelor or AA overall CGPA = C (60%) [C in Capstone courses]		

* Consult Academic Calendar for details

Dimensions of Knowledge:					
Depth & Breadth of Knowledge	Knowledge of Methodologies and Research	Application of Knowledge	Communication Skills	Awareness of Limits of Knowledge	Professional Capacity/ Autonomy
m	m	m	m**	r	m
Legend: **i=** **i**ntroduced **r=** **r**einforced **m=** **m**astered ****=** Strong Emphasis (postfix with i,r,m) **na=n**ot **a**pplicable					