



**UNIVERSITI TEKNOLOGI MARA**

**CTM213: STRATEGIC COMMUNICATION**

<b>Course Name (English)</b>	STRATEGIC COMMUNICATION <b>APPROVED</b>
<b>Course Code</b>	CTM213
<b>MQF Credit</b>	3
<b>Course Description</b>	This course is aim to introduce to communication in organization and listening skills. It aims to prepare undergraduate students to interpersonal communication skills, leadership management skills and work relationship skills. The course also focuses on the process involved in producing report reviews and handling clear information . Student will also be exposed to the procedures, and the rules and regulations in handling information. In addition , the projects undertaken by students prepare and train them to handle organizational and communication skills effectively.
<b>Transferable Skills</b>	Demonstrate ability to communicate clearly and confidently, and listen critically
<b>Teaching Methodologies</b>	Lectures, Discussion, Presentation
<b>CLO</b>	CLO1 Able to identify the communication situation and the audience. CLO2 Able to demonstrate competence CLO3 Able to manage anxiety effectively.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Communication in Organization</b> 1.1) What is communication in organization	
<b>2. The model of strategic communication</b> 2.1) Determine the strategic communication	
<b>3. Listening skill: Verbal and Nonverbal communication</b> 3.1) The importance of Verbal and Nonverbal communication	
<b>4. Communication Material</b> 4.1) Choosing the communication channel	
<b>5. Quiz 1</b> 5.1) First quiz	
<b>6. Presentation 1 Group A and B</b> 6.1) Class presentation	
<b>7. Interpersonal skill</b> 7.1) What is interpersonal skill.	
<b>8. Leadership and Management Skill</b> 8.1) The differences of leadership and management skill.	
<b>9. Work Relationships</b> 9.1) Individual Report Submission	
<b>10. Communication Ethics</b> 10.1) Communication and ethics.	
<b>11. Culture Communicate</b> 11.1) The culture differences	
<b>12. Quiz 2</b> 12.1) Second quiz.	
<b>13. Presentation 2 Group A</b> 13.1) Students presentation	



Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Presentation	Presentation 1: Group A and B	20%	CLO1 , CLO2 , CLO3
	Quiz	Quiz 1	20%	CLO1 , CLO2 , CLO3
	Quiz	Quiz 2	20%	CLO1 , CLO2

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>• WILSON LAURIE J, OGDEN JOSEPH 2014, <i>Strategic Communications Planning for Effective Public Relations and Marketing</i>, Pearson Education. Inc New York [ISBN: 13: 978-14652]</li> <li>• P. Christopher 2011, <i>Strategic Communication: Origins, Concepts and Current Debates.</i>, An Imprint of ABC-CLIO, LLC California</li> <li>• Adler B. R, Elmhorst. M. J 2008, <i>Communicating at Work</i>, Ed., , McGraw-Hill International Edition New York [ISBN: ]</li> <li>• McCroskey, James C., Virginia P Richmond 2008, <i>Organizational Communication for Survival: Ma</i>, Allyn and Bacon New York</li> <li>• D, Friedrich. W. G, Dixon. D. L 2005, <i>Strategic Communication: In the Business and</i>, Houghton Mifflin Company New York</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources