

# Communications (COMM) 329

## Mediated Interpersonal Communication (Revision 9)

**Status:** Replaced with new revision, see the [course listing](#) for the current revision ✖

**Delivery mode:** Individualized study online or Grouped study with eText

**Credits:** 3

**Area of study:** Applied Studies (Business and Administrative Studies)

**Prerequisites:** None. **COMM 243** is recommended for students who have not previously studied interpersonal communication skills.

**Precluded:** None

**Challenge:** COMM 329 has a challenge for credit option.

**Faculty:** Faculty of Business

**Notes:** Students registering in grouped study mode are advised that there may be some differences in the evaluation and course materials information indicated below. To obtain the most up-to-date

information, contact the Faculty of Business Student Support Centre at 1-800-468-6531.

## Overview

*COMM 329: Mediated Interpersonal Communication* is a three-credit, senior-level undergraduate communication course. It introduces you to interpersonal and business communication practices in social media and examines these from several perspectives.

Course **lessons** will teach you key interpersonal and business concepts and skills related to issues relevant to today's social media world. Lesson readings and activities will ask you to consider and make sense of key terms by relating these to your own experience using social media communication.

**Commentary activities** will challenge you to discuss these concepts, skills, and issues with other students in ongoing online forums. You will be asked to relate these important key terms to contemporary news events where social media and business communication figure prominently. You will learn from one another's insight about and experience with social media events and thus help build social and "learning" capital in a virtual group.

**Assignments** and the **Final Examination** will challenge you to assess how effectively you and other users communicate with social media. As well, you will be asked to reflect more broadly on the social, cultural, business, and ethical implications of using social media by thinking about how they influence your daily life.


In COMM 329 you will relate the concepts you learn from the course readings to your personal online experience and observations. You will examine how effectively users communicate and behave online, to what ends, and with what outcomes.

## Outline

- Lesson 1: A Review of Social Media Networks and Characteristics
- Lesson 2: Listening, Committing to, and Engaging with Others Online
- Lesson 3: Engaging Customers and Maintaining Online Relationships

- Lesson 4: Value Presentations and Impression Management
- Lesson 5: Building Stakeholder Support and Managing Privacy
- Lesson 6: Embracing What You Can't Control and Engaging in Self-Disclosure
- Lesson 7: Building Customer Confidence with Communication Competence
- Lesson 8: Building Consumer Trust Rather than Antisocial Behaviour
- Lesson 9: Leveraging Social Media and Compensating for Nonverbal Communication
- Lesson 10: Delivering Excitement and Helping Online Users Through Support Groups

## Evaluation

To **receive credit** for *COMM 329*, you must complete **both** assignments, **all 4 commentaries**, achieve a minimum grade of 50% on the final examination, and achieve an overall grade of at least **D (50 percent)**  in the entire course. The distribution of marks for the various credit activities is listed below:

Activity	Weight
Assignment 1	20%
Assignment 2	20%
Lesson commentaries	20%
Final exam	40%
<b>Total</b>	<b>100%</b>

The **final examination** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades** section of the Calendar.

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar**.

## Materials

Kerpen, D. (2019). Likeable social media: How to delight your customers, create an irresistible brand, and be generally amazing on all social networks that matter (3rd ed.). McGraw-Hill. ISBN 9781260453287 (eText)

Wright, K. B., & Webb, L. M. (Eds.). (2011). *Computer-mediated communication in personal relationships*. New York, NY: Peter Lang Publishing ISBN 9781433110818 (eText)

## eTexts

Registration in this course includes electronic textbooks. For more information on **electronic textbooks**, please refer to our **eText Initiative site**.



## Challenge for credit

### Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** can be found in the Undergraduate Calendar.

### Evaluation

To **receive credit**  for the COMM 329 challenge registration, you must achieve a grade of at least **D (50 percent)**  on the examination.

Online Exam

 **Challenge for credit course registration form**

## Important links

- **Academic advising**
- **Program planning**

- **Request assistance**
- **Support services**

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

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*Updated December 16, 2024*

View **previous revision**

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