

**John Molson School of Business**  
Department of Marketing  
**Business Communication (COMM 212)**  
Fall 2016

**SUPPLEMENTARY COURSE OUTLINE ADDENDUM**

**INDIVIDUAL FORMAL REPORT**

**Due: Class #8**

**Requirements:**

- The report follows the instructions given **in class by the instructor** as well as in **Chapter 11** of your text.
- 6-8 pages (excluding the title page, table of contents, executive summary, bibliography, and appendices).
- It must include the following elements: Cover page, Table of contents and an Executive summary. The body of the report should include the following: introduction (including purpose of report, background information on topic, scope, sources), findings and discussion of findings, conclusion and recommendations, as well as appropriate charts and graphs.
- You must use at least **five academic or recognized** secondary sources.
- The report must be professionally formatted, 1.5 spacing, 12-pt size, Times New Roman font, with 1-inch margins (top, bottom, left and right).
- Include your Name and ID number, as well as the course number and section on the title page; formal title page and page headings, as noted in the sample formal report (Figure 11.3, pg. 403) in Chapter 11 of the text.
- Assignments must show a high degree of professionalism and be grammatically correct, with no spelling or typographical errors.
- You may select **either** the APA or MLA referencing styles and must follow the chosen style consistently.

You will have to confirm your topic during class #4

**Scenario 1:**

Research an example of a company's communication failure (may or may not include social media). Analyze the incident and describe what you believed contributed to the failure, what you discovered about the fallout, and evaluate the company's response and whether you believe that they were able to successfully recover from any ensuing damage. Provide recommendations. Draft your report as if it were presented to the CEO or President of the company.

**Scenario 2:**

Research JMSB's (or Concordia University's) communication tools and overall presence. Verify blogs, brochures, documents, events, Twitter feeds, Facebook posts, LinkedIn etc... From your research, submit a formal report explaining your analysis of the purpose of JMSB or Concordia's communication outreach, how the University is working to achieve this purpose, and whether or not you believe that that purpose has been achieved. Provide analysis in comparison with other institutions' communication tactics. Offer your recommendations. Your report should be addressed to your lecturer.

**Scenario 3**

Submit an actual Organizational Communication topic of your choice that you have experienced or that you currently experience. For example, you find your supervisor is a great communicator that is able to motivate his/her team, or the company you work for holds regular meetings that do not capture participants' attention, nor do they achieve any results. What do these behaviours encourage? If possible, how would you fix that? **IMPORTANT: Your Scenario 3 topic HAS TO BE APPROVED** by the lecturer.

**REMEMBER:** Choose a topic that interests you... It's always easier to do things that you enjoy!