

AI101 | AI in Professional Communications

Course Text

No need to track down a textbook; the readings are built right into this course.

Course Description

AI in Professional Communications explores strategic communication as a tool for professional success and organizational impact in the AI-enhanced workplace. Through developing foundational communication skills, visual presentations, research-based arguments, and career materials, students learn to transform their ideas and expertise into effective business communications. The course emphasizes audience-centered approaches, ethical AI collaboration, and evidence-based content development. Students will progress from mastering tone and context awareness to creating compelling presentations to crafting persuasive, research-supported communications for professional advancement.

Learning Outcomes

After completing this course, students will be able to:

- 1. Navigate the Modern Communication Ecosystem:** Analyze and adapt communication strategies to meet the evolving demands of a digital-first, AI-enhanced workplace, across platforms, tools, and audiences
- 2. Compose and Co-CREATE Business Communications:** Plan, draft, and refine business communications, demonstrating discernment in when and how to collaborate with AI tools
- 3. Make Strategic Communication Decisions:** Evaluate and execute purposeful choices about tone, style, audience, medium, and the use of AI-generated content to achieve specific communication goals
- 4. Create Multimodal Messages for Real-World Impact:** Produce compelling, multimodal communications tailored to specific business audiences and communication goals, leveraging AI where appropriate
- 5. Write with Clarity and Credibility:** Craft polished, precise, and persuasive business writing that blends human judgment with AI support, prioritizing clarity, credibility, and audience trust
- 6. Use Evidence Ethically and Effectively:** Select and integrate credible research and AI-generated insights with transparency, demonstrating ethical use of sources, citations, and attribution practices
- 7. Make Ethical and Inclusive Communication Choices:** Apply ethical reasoning and inclusive communication strategies to navigate dilemmas involving persuasion, transparency, and the use of AI
- 8. Communicate Across Differences:** Adapt communication practices for diverse, global, and intergenerational audiences, acknowledging bias, context, and equity in both human and AI-mediated interactions

9. Reflect and Grow as a Communicator: Evaluate personal growth as a communicator by reflecting on feedback, outcomes, and responsible use of digital tools, including AI, to continuously improve message impact and professional voice

Course Prerequisites

There are no prerequisites for this course.

Academic Integrity Statement

Academic integrity is the pursuit of scholarly activity in an honest, truthful and responsible manner. Violations of academic integrity include, but are not limited to, plagiarism, cheating, fabrication and academic misconduct. Failure to comply with the Academic Integrity Policy can result in a failure and/or zero on the attempted assignment/examination, a removal from the course, disqualification to enroll in future courses, and/or revocation of an academic transcript.

Course Completion Policy

In order for a course to be considered complete, **all required coursework must be attempted, submitted, and graded.** Required coursework consists of graded assignments. Any Academic Integrity Policy violations may prevent a course from being considered complete.

Assessment Types

StraighterLine courses may include any combination of the assessment types described below. Review the descriptions to learn about each type, then review the Course Evaluation Criteria to understand how your learning will be measured in this course.

Benchmarks

Benchmarks are timed, multiple-choice exams that test your mastery of course concepts. You have 3 attempts, and your highest score counts. **Note:** Cumulative Benchmarks (final exams) only allow 1 attempt.

Capstones

Capstones are project-based assessments that help you apply concepts to real-world scenarios. You have 2 attempts, and your highest score counts.

Checkpoints

Checkpoints are quick knowledge checks on important course concepts. They are untimed, open-book, with 1-3 attempts allowed, and your highest score counts.

Course Evaluation Criteria

Your score provides a percentage score and letter grade for each course. A passing percentage is 70% or higher.

There are a total of 1000 points in the course:

Assessment	Points	Learning Outcomes
Checkpoint 1: AI, Audience Awareness, and Strategic Communication	3	3
Capstone 1: Communication Challenge: AI vs. You	247	1, 2, 3
Checkpoint 2: Memorable Messages, Polished Presentations, and Considerate Communication	3	5
Capstone 2: The Pitch Perfect Business Presentation	247	4, 5, 7, 8
Checkpoint 3: Evidence and Ethical Communication in the Digital Age	3	6
Capstone 3: Truth, Tools, and Trust	247	2, 5, 6, 8, 9
Checkpoint 4: Professional Development, Multimodal Communication, and the Digital Age	3	8
Capstone 4: Career Toolkit	247	2, 3, 4, 5, 9
Total	1000	

Course Roadmap

This roadmap provides an overview of the checkpoints and lessons covered in this course.

Checkpoint 1: AI, Audience Awareness, and Strategic Communication

- Building the Foundation for Strategic AI Collaboration
- Tone, Context, and Audience Awareness
- Preparing for Complex Workplace Communication Challenges

Checkpoint 2: Memorable Messages, Polished Presentations, and Considerate Communication

- Visual Communication Principles: Making Messages Memorable
- Audience-Centered Presentation Strategy: From Analysis to Action
- Ethical Design and Inclusive Communication: Building Trust Through Transparency

Checkpoint 3: Evidence and Ethical Communication in the Digital Age

- Finding and Evaluating Credible Sources in the Digital Age
- Integrating Evidence Ethically: Citation, Attribution, and Academic Integrity
- Building Persuasive Arguments with Evidence: Strategy and Structure

Checkpoint 4: Professional Development, Multimodal Communication, and the Digital Age

- Strategic Job Analysis: Decoding Opportunity and Aligning Your Career Path
- AI Tools for Professional Development: Strategic Partnership, Not Replacement
- Video Communication and Personal Branding: Your Professional Presence in the Digital Age

Related Courses

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Statistics

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