



ORIGINAL COURSE IMPLEMENTATION DATE:

September 2023

REVISED COURSE IMPLEMENTATION DATE:

COURSE TO BE REVIEWED (six years after UEC approval):

March 2030

Course outline form version: 28/10/2022

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: CMNS 310		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Professional Communication Ethics Course Short Title: Professional Comm Ethics															
Faculty: Faculty of Humanities		Department (or program if no department): School of Communication													
Calendar Description: Students learn ethical and moral decision-making strategies and skills related to professional and workplace communications. They examine and apply ethical systems and concepts from a variety of social, cultural, and theoretical backgrounds to facilitate clear and consistent choices and actions. Note: Field trips outside of class time may be required.															
Prerequisites (or NONE):		45 university-level credits including CMNS 251.													
Corequisites (if applicable, or NONE):															
Pre/corequisites (if applicable, or NONE):															
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Every other year Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours		Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.													
<table border="1"> <tr> <td>Lecture/seminar</td> <td>30</td> </tr> <tr> <td>Experiential (cultural/elder learning or participation)</td> <td>3</td> </tr> <tr> <td>Tutorials/workshops</td> <td>12</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	30	Experiential (cultural/elder learning or participation)	3	Tutorials/workshops	12					Total hours	45	Transfer Credit (See bctransferguide.ca) Transfer credit already exists: No Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>	
Lecture/seminar	30														
Experiential (cultural/elder learning or participation)	3														
Tutorials/workshops	12														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes															
Department approval		Date of meeting: January 6, 2023													
Faculty Council approval		Date of meeting: January 12, 2024													
Undergraduate Education Committee (UEC) approval		Date of meeting: March 22, 2024													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Explain how major systems of ethical reasoning from various cultural backgrounds can help direct professional communications practice.
2. Relate elements of a pre-existing system of ethical reasoning to professional decision making in a communications context.
3. Apply one or more systems of ethical reasoning to a practical communications situation or case study, including Indigenous world views, in professional communications.
4. Justify a specific communication choice using a broader system of ethical reasoning.
5. Create guidelines for action in a professional communications setting (such as a professional code of conduct) that reflect a system of ethical reasoning.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	80%	Project:	20%		%
	%		%		%

Details:

- Comparative application of two ethical systems to a professional communications context or case study: 20%
- Representation of your ethical position on a professional communications topic (student's choice of media): 20%
- Description of an ethical system as professional communications case study from an intercultural perspective: 20%
- Statement of professional ethics: 15%
- Professionalism: 5%
- Team project (includes rubric on team participation/interaction): 20%

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources \(OER\)](#) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form.](#))*

Type	Author or description	Title and publication/access details	Year
1. Textbook	George Cheney (Editor)	The Handbook of Communication Ethics	2011
2. Textbook	William W. Neher	Communicating Ethically: Character, Duties, Consequences, and Relationships	2020
3. OER book	Bruce Allan et al.	Pulling Together: A guide for Indigenization of post-secondary institutions. A professional learning series. A Guide for Teachers and Instructors	2018
4.			
5.			

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)***Course Content and Topics**

- Ethics, law, and shame: communication structures and social values
- Ethical systems and cultural contexts: Indigenous ethics, culture, and communications contexts – business and intercultural comms
- Communications ethics in cultural contexts in professional communications contexts – NGOs and intercultural comms
- Codes of ethics and conflicts of interest
- Rule based ethical systems in professional contexts
- Context and value-based decision making in professional contexts
- Representation and construction of ethical issues in social media communications materials
- Organizational and workplace relationships – interpersonal ethical engagement in professional contexts
- Media production and journalistic ethics