



COURSE IMPLEMENTATION DATE: September 1998
 COURSE REVISED IMPLEMENTATION DATE: September 2010
 COURSE TO BE REVIEWED: February 2014
(four years after UPAC approval) *(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
 Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

CMNS 412	Communications	4
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
COMMUNICATIONS PRACTICUM		
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

This course provides students with supervised practical applied experience in community and public relations or professional writing and speaking. Students will have an opportunity to practice skills gained in prerequisite courses and will receive feedback about their competencies. Students will meet for feedback seminars with the instructor and will be expected to contribute weekly to an online discussion forum.

Before starting practicum placements, students must sign a practicum agreement. UFV reserves the right not to place a student into a practicum if, in the opinion of the faculty, the student is not ready to be placed.

Note: Students with credit for CMNS 413 cannot take this course for further credit.

PREREQUISITES: CMNS 312, or 6 credits of CMNS 200 level or higher (must include one of: CMNS 212, CMNS 250 or CMNS 251, CMNS 325, CMNS 360, or CMNS 375), or instructor's permission.

Note: As of September 2011, prerequisites will change to the following:

60 university-level credits completed, at least 12 must be from CMNS, of which 9 credits must be 300-level and above, and instructor permission. Students must complete an interview with the faculty liaison including presenting a portfolio of their CMNS work as part of the interview process.

COREQUISITES:

SYNONYMOUS COURSE(S):

- (a) Replaces: CMNS 413
- (b) Cross-listed with: _____
- (c) Cannot take: _____ for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: 128

STRUCTURE OF HOURS:

Lectures: 9 Hrs
 Seminar: 9 Hrs
 Laboratory: _____ Hrs
 Field experience: 100 Hrs
 Student directed learning: _____ Hrs
 Other (specify): online forum 10 Hrs

TRAINING DAY-BASED INSTRUCTION:

Length of course: _____
 Hours per day: _____

OTHER:

Maximum enrolment: 20
 Expected frequency of course offerings: once every year
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)

Yes No

WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)

Yes No

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:

Yes No

Course designer(s): Ken Fernstrom / Madeleine Hardin

Department Head: Lynn Kirkland Harvey

Date approved: December 2009

Supporting area consultation (Pre-UPAC)

Date of meeting: December 18, 2009

Curriculum Committee chair: John Carroll

Date approved: January 15, 2010

Dean/Associate VP: Jacqueline Nolte

Date approved: January 15, 2010

Undergraduate Program Advisory Committee (UPAC) approval

Date of meeting: February 26, 2010

LEARNING OUTCOMES:

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

- Assess end-user media and communication needs
- Create audience specific documentation
- Describe end-users' content and design requirements
- Outline a proof-of-concept for online, multimedia, and/or print material production
- Create a work plan
- Demonstrate print and/or online design principles
- Justify design, formatting and layout decisions
- Describe the principles behind the key messaging
- Demonstrate interpersonal project and/or workplace communication skills
- Incorporate end-user feedback
- Deliver workplace-specific assignments

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures and seminars, online participation in a discussion forum. Practicum placements to specific agencies will be made by the faculty. These placements will be determined after an interview with the student and a review of their portfolio, and will be based on availability of positions and the approval of the agency's field practice supervisor.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

- Examination(s) Portfolio assessment Interview(s)
- Other (specify): PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: *[Textbook selection varies by instructor. Examples for this course might be:]*

Strategic Writing: Multimedia Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication. David W. Guth & Bonnie Poovey Short. Pearson, 2005.
Non-Designers Design Book. Robin Williams. Peach Pit Press, 2004.

SUPPLIES / MATERIALS:

Will vary according to practicum placement. Students may require personal transportation.

STUDENT EVALUATION: *[An example of student evaluation for this course might be:]*

Practicum experiences are graded on a Credit /No Credit basis. Faculty, in consultation with the individual practicum supervisor, assign the grade when the required number of hours and all required assignments have been completed. The grade of Credit/No Credit for CMNS 412 will be based on satisfactory completion of all of the following:

- Summary and progress reports
- Attendance/participation, online postings
- Oral presentations
- Work plan
- Final portfolio
- Field placement evaluation*

* to be completed by the field placement supervisor, this evaluation will consider:

- | | |
|-----------------------------|--|
| 1. level of professionalism | 5. teamwork skills |
| 2. areas of improvement | 6. meets deadlines |
| 3. writing skills | 7. willingness to take instruction or feedback |
| 4. communications skills | 8. able to work independently |

COURSE CONTENT: *[Course content varies by instructor. An example of course content might be:]*

- Practicum policies and procedures
- Professionalism in the workplace
- Making a Work Plan
- Milestone reporting
- Multimedia Training (i.e. advanced software, filming, storyboard mapping, video editing)
- Strategic project team communication skills
- Proof-of-Concept and final product oral presentations skill