

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

<b>Course Code and Number:</b> CMNS 412		<b>Number of Credits:</b> 4 <a href="#">Course credit policy (105)</a>															
<b>Course Full Title:</b> Communications Practicum																	
<b>Course Short Title:</b>																	
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Communications															
<b>Calendar Description:</b> 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 from both the instructor and practicum supervisor.																	
<b>Prerequisites (or NONE):</b>		60 university-level credits, including nine credits of upper-level CMNS and department head permission.															
<b>Corequisites (if applicable, or NONE):</b>		None.															
<b>Pre/corequisites (if applicable, or NONE):</b>		None.															
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: <b>CMNS 413</b> 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>		<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Credit/No Credit</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Annually</b> Maximum enrolment (for information only): <b>6</b>															
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar</td> <td>9</td> </tr> <tr> <td>Tutorials/workshops</td> <td>9</td> </tr> <tr> <td>Experiential (field trip)</td> <td>100</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>118</b></td> </tr> </table>		Lecture/seminar	9	Tutorials/workshops	9	Experiential (field trip)	100							<b>Total hours</b>	<b>118</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR cannot be awarded for this course because: This is a process-based practicum course, so credit can only be evaluated and awarded based on a student's actual participation in the process.	
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<b>Total hours</b>	<b>118</b>																
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		<b>Transfer Credit</b> <i>(See <a href="#">bctransferguide.ca</a>.)</i> Transfer credit already exists: <b>No</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>															
<b>Department approval</b>		<b>Date of meeting:</b> October 2021															
<b>Faculty Council approval</b>		<b>Date of meeting:</b> November 12, 2021															
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> January 28, 2022															

**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. Assess diverse contemporary audiences and their media and communication needs, including their preferred ways of learning and expressing.
2. Integrate end-users' needs and requirements to justify content, formatting and layout decisions.
3. Create a project work plan.
4. Create audience-specific documentation.
5. Describe the principles behind the key messaging.
6. Demonstrate interpersonal project and/or workplace communication skills.
7. Incorporate end-user feedback.
8. Produce workplace deliverables.
9. Reflect on engagement and personal career development.

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

Field evaluation:	40%	Portfolio:	40%	%
Assignments:	20%		%	%

**Details:**

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 will be based on satisfactory completion of all of the following:

- Work plan and progress reports 10%
- Oral presentation 10%
- Final portfolio 40%
- Practicum Supervisor evaluation 40%

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

**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	Lasater, I. & Styles, J.	Collaborating in the workplace : A guide for building better teams, <i>Puddle Dancer Press</i>	2019
2. Textbook	Alasko, C.	Say this, not that: A foolproof guide to effective interpersonal communication, <i>Penguin</i>	2013
3. Textbook	Reynolds, G	Presentation Zen: Simple ideas on presentation design and delivery, 3 <sup>rd</sup> edition, <i>New-Riders</i>	2020
4.			
5.			

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

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

**Course Content and Topics**

- 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
- Supervised field work
- Proof-of-concept and final product oral presentation skills