ORIGINAL COURSE IMPLEMENTATION DATE:	November 1998
REVISED COURSE IMPLEMENTATION DATE:	September 2017
COURSE TO BE REVIEWED: (six years after UEC approval)	March 2023

Course outline form version: 07/07/14

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: CMNS 125	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Communicating Professionally to Academic and Workplace Audiences
Course Short Title (if title exceeds 30 characters): Professional Communications

Faculty: Faculty of Humanities	**Department (or program if no department):** Communications

Calendar Description:

This course introduces the theory and practice of professional communications for academic and workplace audiences. Emphasis is on the communication process, and on direct, indirect, and persuasive messages and presentations. Research, citation/documentation styles, document design and electronic messaging are also studied and practiced.

Note: Students with credit for CMNS 155 cannot take this course for further credit.

Prerequisites (or NONE):	One of the following: (C+ or better in English Studies 12, English First Peoples 12, or English 12) or (CPT score of 48) or evidence of any test score or course grade listed under the Degree/diploma-level English language proficiency standards in the UFV academic calendar at www.ufv.ca/calendar/current/General/EnglishProficiency.htm. (*Prerequisites updated in 2019.*)
Corequisites (if applicable, or NONE):	NONE
Pre/corequisites (if applicable, or NONE):	NONE

<table>
<tr><td>Equivalent Courses (cannot be taken for additional credit)
Former course code/number:
Cross-listed with:
Equivalent course(s): CMNS 155
<i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i></td><td>Transfer Credit
Transfer credit already exists: ☒ Yes ☐ No

Transfer credit requested (OReg to submit to BCCAT):
☐ Yes ☐ No (if yes, fill in transfer credit form)

Resubmit revised outline for articulation: ☒ Yes ☐ No
To find out how this course transfers, see bctransferguide.ca.</td></tr>
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Total Hours: 45
Typical structure of instructional hours:

Lecture hours	30
Seminars/tutorials/workshops	15
Laboratory hours	
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours:	
Total	**45**

Special Topics
Will the course be offered with different topics?
☐ Yes ☒ No

If yes, different lettered courses may be taken for credit:
☐ No ☐ Yes, repeat(s) ☐ Yes, no limit

Note: The specific topic will be recorded when offered.

Maximum enrolment (for information only): 25

Expected frequency of course offerings (every semester, annually, every other year, etc.): Every semester

Department / Program Head or Director: Lynn Kirkland Harvey	**Date approved:**	August 30, 2016
Campus-Wide Consultation (CWC)	**Date of posting:**	March 17, 2017
Faculty Council approval	**Date approved:**	November 2016
Dean/Associate VP: Jacqueline Nolte	**Date approved:**	November 2016
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	March 24, 2017

Learning Outcomes

Upon successful completion of this course, students will be able to:
1. Create messages for specific purposes, audiences, and media.
2. Apply the writing process, including planning, drafting, revising, editing, and proofing.
3. Write direct, indirect, and persuasive messages in a variety of lengths and formats.
4. Produce a research writing assignment for a professional or academic audience.
5. Use summary, paraphrasing, and citation techniques for an academic or professional audience.
6. Use source material ethically and critically in written communication.
7. Demonstrate the basic techniques of document design.
8. Develop and deliver effective and professional presentations.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes   ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Reading and discussing examples of effective workplace writing
Lectures
Practice exercises and simulations
Collaborative exercises
Computer lab activities
Online activities

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

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Meyer, C.	Communicating for Results	☒	Oxford	2014
2.	Adu-Febiri, F. & Quinless, J.M.	Workplace Diversity and Aboriginal People in Canada: Going Beyond the Managerial Model	☒	Common Ground Publishing	2010
3.			☐		
4.			☐		
5.			☐		

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

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	100%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	100%

Details (if necessary):

Practice exercises (e.g. rough drafts, quizzes, case-studies):   10%

Workplace writing assignments (letters, memos/emails, postings):   50%

   Direct messages (requests, replies, claims, adjustments)
   Indirect messages
   Persuasive/sales messages

Research writing assignment (Lit. review, position paper, short report)   25%

Oral presentations: 15%

Grading system: Letter Grades: ☒   Credit/No Credit: ☐   Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

Typical Course Content and Topics

1. Elements of technical and professional writing. Comparision with academic writing.
2. Using language correctly for the audience. Drafting, revising, editing, proofing.
3. Using language effectively in the workplace. Purpose/audience analysis.
4. Direct messages, email/memo format, communicating using electronic methods.
5. Indirect messages, letter format, document design.
6. Using academic databases, workplace research, summary and paraphrasing, citation methods.
7. Incorporating research into a written assignment for an academic or professional audience.
8. Principles of professional oral presentations.