## OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

<table>
<thead>
<tr>
<th>FACULTY/DEPARTMENT:</th>
<th>Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE NAME/NUMBER</td>
<td>CMNS 351</td>
</tr>
<tr>
<td>FORMER COURSE NUMBER</td>
<td>N/A</td>
</tr>
<tr>
<td>UCFV CREDITS</td>
<td>3</td>
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</tbody>
</table>

**COURSE DESCRIPTIVE TITLE**

**Professional Formal Research Report Writing**

**CALENDAR DESCRIPTION:**

This course focuses on the process and production of one long research document commonly used in business, industry, information technology, the arts, the natural and social sciences, and humanities. Students learn to propose and manage a research project in their career field and to practice proven research skills and methods and responsible documentation of sources. They will also learn to analyze, evaluate, and organize evidence, ideas, and arguments, as well as to compose, design, revise, and evaluate their document.

**PREREQUISITES:** A C or higher in CMNS 251

**COREQUISITES:**

**SYNONYMOUS COURSE(S):**

(a) Replaces:  
(b) Cannot take:

**SERVICE COURSE TO:**

**TOTAL HOURS PER TERM:** 45

**STRUCTURE OF HOURS:**

| Lectures: | 15 Hrs |
| Seminar: | 5 Hrs |
| Laboratory: | 5 Hrs |
| Field Experience: | Hrs |
| Student Directed Learning: | Hrs |
| Other (Specify): workshop | 20 Hrs |

**LENGTH OF COURSE:**

**TRAINING DAY-BASED INSTRUCTION**

**HOURS PER DAY:**

**MAXIMUM ENROLLMENT:** 25

**EXPECTED FREQUENCY OF COURSE OFFERINGS:**

<table>
<thead>
<tr>
<th>25</th>
<th>Multiple sections per year</th>
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**WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only):**

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<th>Yes</th>
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**WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department):**

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**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:**

<table>
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**COURSE IMPLEMENTATION DATE:** January 2007

**COURSE REVISED IMPLEMENTATION DATE:**

**COURSE TO BE REVIEWED:** November 2009

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| Yes | No |

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**AUTHORIZATION SIGNATURES:**

Course Designer(s): Doug Smith & David Thomson  
Chairperson: Raymond Welch (Curriculum Committee)

Department Head: Raymond Welch  
Dean: Dr. Eric Davis

UPAC Approval in Principle Date:  
UPAC Final Approval Date: November 25, 2005
LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

1. To identify an appropriate topic in a specific discipline / career field.
2. To analyze the targeted audience and anticipate techniques for adapting the report.
3. To formulate and follow a specific research proposal / work plan.
4. To execute a literature review and an annotated bibliography pertinent to research.
5. To demonstrate responsible research and documentation methods.
6. To analyze, evaluate, organize, and summarize findings and arguments.
7. To express ideas clearly, concisely, and logically, as well as rhetorically and ethically, including the use of graphic aids.
8. To produce a finished report which is effective and professional and has met the objectives of the initial proposal and audience analysis.

METHODS:
Collaborative and cooperative exercises, analysis of examples, demonstrations, lectures, written and oral feedback on reports.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
Credit can be awarded for this course through PLAR (Please check:) ☒ Yes ☐ No

METHODS OF OBTAINING PLAR:
Portfolio Assessment

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:]

SUPPLIES / MATERIALS:
N/A

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]
Exercises related to topic development 5%
Formal Proposal / Work Plan of term project 15%
Annotated Bibliography 10%
Literature Review 15%
Progress Report 10%
Outline of final document 5%
Presentation of term project 10%
Term Project Document 30%
100%
COURSE CONTENT:

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

- Overview of the course and of the term project; guidelines and requirements
- Brainstorming, defining, and refining the research problem and purpose; audience analysis and adaptation to audience profile
- Types of long formal research documents: formal proposals, informational reports, analytical reports, manuals, instructional materials, etc.
- Time and project management: proposal / work plan
- Research skills and methods; documentation styles and methods; ethics of documentation
- Presentation of progress report; peer and instructor feedback
- Annotated bibliography and literature review
- Data analysis, evaluation, and organization; the logics of disciplines and of presentation of research findings; in-depth outlining
- Document composition and design; use of rhetoric and graphic aids for presentation of data, ideas, and arguments
- Report components: executive summary, introduction, findings, recommendations and conclusions, etc.
- Preparing a formal speech from research findings; review of oral presentation skills, methods, use of audio-visual aids for long documents
- Presentation of term project; feedback and evaluation