ORIGINAL COURSE IMPLEMENTATION DATE: September 2016
REVISED COURSE IMPLEMENTATION DATE: January 2025
COURSE TO BE REVIEWED (six years after UEC approval)**:** May 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 399	**Number of Credits:** 3 Course credit policy (105)
Course Full Title: Special Topics in Professional Communication **Course Short Title:** Sp Topics Professional Comm	
Faculty: Faculty of Humanities	**Department (or program if no department):** Communications

Calendar Description:

Examines in-depth a selected topic in communication that is not addressed in current course offerings. Students focus on the development and application of professional communication skills.

Note: This course will be offered under different letter designations (e.g. C-Z) representing different topics. This course may be repeated for credit provided the letter designation differs.

Prerequisites (or NONE):	60 university-level credits including CMNS 251 and one CMNS course 300-level and above.
Corequisites (if applicable, or NONE):	None
Pre/corequisites (if applicable, or NONE):	None

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Equivalent course(s):

(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.)

Typical Structure of Instructional Hours

Lecture/seminar	25
Tutorials/workshops	20
Total hours	**45**

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Course Details

Special Topics course: **Yes**
(If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**
(See policy 207 for more information.)

Grading System: **Letter grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Every other year**

Maximum enrolment (for information only)**: 28**

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **No**

Submit outline for (re)articulation: **No**
(If yes, fill in transfer credit form.)

Department approval	**Date of meeting:**	January 5, 2024
Faculty Council approval	**Date of meeting:**	March 8, 2024
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	May 17, 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. Describe theoretical perspectives and major research related to a specific topic.
2. Engage in research on the specific topic, integrating critical thinking and evidence-based analysis.
3. Analyze a specific topic's relevance and implications in the context of professional communication techniques and strategies.
4. Apply complex audience analysis for persuasive communication purposes.
5. Develop professional communication products specific to the topic, context, and target audience.
6. Integrate topic-specific Indigenization concepts into the learning process.
7. Demonstrate professional communication skills including writing, document design, and presentation skills relevant to the specific topic.

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

Assignments:	40%	Project:	30%		%
Quizzes/tests:	30%		%		%

Details:

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	Lakoff, George	The all new Don't Think of an Elephant	2014
2.				
3.				
4.				
5.				

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

Course Content and Topics

Sample topic: How to Run an Election Campaign

- Review of past election campaigns; What worked? What didn't?
- Audience analysis, best practices, factors influencing campaigns, media use, outcomes of previous elections, voter patterns and behavior
- Local demographics -- who are the voters today?
- Strategies to create a campaign:
- Communication skills:
- Putting it all together in a Campaign Plan

Sample Topic: Indigenous Communication

- Defining Indigenous Peoples (national and local)
- Orality
- Land acknowledgements
- Mass media representations
- Cultural rights
- Professional and academic communications
- Protest
- Advocacy
- Journalism
- Storytelling's communicative power