UNIVERSITY OF THE FRASER VALLEY

OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE: September 1998
COURSE REVISED IMPLEMENTATION DATE: September 2011
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: 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 porfolio
- Field placement evaluation*

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

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