## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

### Course Code and Number: CMNS 412

#### Number of Credits: 4

Course credit policy (105)

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### Course Full Title: Communications Practicum

**Course Short Title:** Communications Practicum

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### Faculty: Faculty of Humanities

#### Department (or program if no department): Communications

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### Calendar Description:

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.

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 (or NONE):

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 (if applicable, or NONE):** None

**Pre/corequisites (if applicable, or NONE):** None

### Equivalent Courses (cannot be taken for additional credit)

**Former course code/number:** CMNS 413

**Cross-listed with:**

**Equivalent course(s):**

*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.*

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### Transfer Credit

**Transfer credit already exists:** Yes No

**Transfer credit requested (OReg to submit to BCCAT):**

Yes No (Note: If yes, fill in transfer credit form)

**Resubmit revised outline for articulation:** Yes No

To find out how this course transfers, see bctransferguide.ca.

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### Total Hours: 128

**Typical structure of instructional hours:**

| Lecture hours   | 9 |
| Seminars/tutorials/workshops | 9 |
| Laboratory hours |   |
| Field experience hours | 100 |
| Experiential (practicum, internship, etc.) |   |
| Online learning activities |   |
| Other contact hours: online forum | 10 |
| **Total** | **128** |

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### 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): 6

**Expected frequency of course offerings (every semester, annually, etc.):** annually

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**Department / Program Head or Director:** Samantha Patridge  
**Date approved:** November 1, 2013

**Campus-Wide Consultation (CWC):**  
**Date of posting:** n/a

**Faculty Council approval**  
**Date approved:** March 14, 2014

**Dean/Associate VP:** Jacqueline Nolte  
**Date approved:** March 14, 2014

**Undergraduate Education Committee (UEC) approval**  
**Date of meeting:** March 28, 2014
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

Prior Learning Assessment and Recognition (PLAR)
☐ Yes ☒ No, PLAR cannot be awarded for this course. Since this is a process-based practicum course, credit can only be evaluated and awarded based on a student's actual participation in the process.

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

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)

<table>
<thead>
<tr>
<th>Author Surname, Initials</th>
<th>Title (article, book, journal, etc.)</th>
<th>Current Edition</th>
<th>Publisher</th>
<th>Year Published</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guth, DW &amp; Poovey Short, B</td>
<td>Strategic writing: Multimedia writing for public relations, advertising, sales and marketing, and business communication</td>
<td>☒</td>
<td>Pearson</td>
<td>2005</td>
</tr>
<tr>
<td>Williams, R</td>
<td>Non-designers design book</td>
<td>☒</td>
<td>Peach Pit Press</td>
<td>2004</td>
</tr>
<tr>
<td>Reynolds, G.</td>
<td>Presentation zen: Simple ideas on presentation design and delivery</td>
<td>☒</td>
<td>New Riders</td>
<td>2012</td>
</tr>
</tbody>
</table>

Required Additional Supplies and Materials (Eg. Software, hardware, tools, specialized clothing)
Will vary according to practicum placement. Students may require personal transportation.

Typical Evaluation Methods and Weighting

<table>
<thead>
<tr>
<th>Final exam:</th>
<th></th>
<th>Assignments:</th>
<th>60%</th>
<th>Midterm exam:</th>
<th></th>
<th>Practicum:</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes/tests:</td>
<td>%</td>
<td>Lab work:</td>
<td>%</td>
<td>Field experience:</td>
<td>Shop work:</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td>%</td>
<td>Other:</td>
<td>%</td>
<td>Other:</td>
<td>%</td>
<td>Total:</td>
<td>100%</td>
</tr>
</tbody>
</table>

Details (if necessary): 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:

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

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

For Administrative Use Only

Department code: CIP Code: Course Level Code:

PDC Code: