CMNS 413
Communications 4
Professional Communications Practicum

### CALENDAR DESCRIPTION:
This course provides students with supervised practical applied experience in 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 a monthly feedback seminar 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.

### PREREQUISITES:
6 credits of CMNS courses 200 level or higher (two of CMNS 251, 351, or 390 are recommended)

### COREQUISITES:

### SYNONYMOUS COURSE(S):
(a) Replaces:
(b) Cross-listed with:
(c) Cannot take: for further credit.

### TOTAL HOURS PER TERM: 128
### TRAINING DAY-BASED INSTRUCTION:
Length of course:

### STRUCTURE OF HOURS:
| Lectures: | 9 Hrs |
| Seminar:  | 9 Hrs |
| Laboratory: | Hrs |
| Field experience: | 100 Hrs |
| Student directed learning: | Hrs |
| Other (specify) online participation in discussion groups: | 10 Hrs |

### OTHER:
Maximum enrolment: 20
Expected frequency of course offerings: annually

### 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

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**Course designer(s): Ken Fernstrom & Madeleine Hardin**

**Department Head: Lynn Kirkland Harvey**
Date approved: Nov. 5, 2007

**Supporting area consultation (UPACA1)**
Date of meeting: Nov. 9, 2007

**Curriculum Committee chair: Moira Kloster**
Date approved: Dec. 7, 2007

**Dean/Associate VP: Eric Davis**
Date approved: Jan. 7, 2008

**Undergraduate Program Advisory Committee (UPAC) approval**
Date of meeting: Feb. 1, 2008
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

- Apply the principles of creating effective documentation for a specific audience.
- Apply the principles and processes of determining end-users’ needs.
- Apply end-users’ needs to selection of content and design.
- Apply documenting procedures.
- Apply the principles of structured documentation for online and/or print documents.
- Apply the principles of layout and document design learned in previous communications courses.
- Demonstrate the principles of and considerations required for document production.
- Apply in work-specific communications contexts the design, formatting, and composing of messages according to the function and interaction of purpose, audience, media, and message as they apply to specific organizational goals and users’ needs.

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lectures and seminars, practicum placement, online participation in discussion forum.

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. An example of texts for this course might be:]

SUPPLIES / MATERIALS:

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]

Summary and progress reports 10%
Attendance/participation, online postings 10%
Oral presentations 10%
Proposal for final portfolio 10%
Final portfolio 40%
Field placement evaluation 20%*

* to be completed by the field placement supervisor, this evaluation will consider:
- level of professionalism
- areas of improvement
- writing skills
- communications skills
- teamwork skills
- ability to meet deadlines
- willingness to take instruction or feedback
- ability to work independently
COURSE CONTENT:

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

Week 1 Seminar
Introductions, outline of expectations and requirements, course online discussion forum. Practicum agreement.

Week 2 Seminar
Professionalism: etiquette, dress, e-mail, confidentiality.
Problem solving. Progress and summary reports. Proposals for final portfolios.

Week 3 Seminar
Oral presentations: speaking in the workplace.

Week 6 Seminar
Progress reports on placements and final portfolios.

Week 10 Seminar
Progress reports on placements and final portfolios.

Week 14 Seminar
Oral presentations (10 minutes) of portfolios with self-evaluation.