F R A S E R V A L L E Y C O L L E G E

COURSE INFORMATION

DEPARTMENT: Communications (Applied) **DATE:** Fall 1991

Communications 300	Communications for ECE	3
NAME & NUMBER OF COURSE	DESCRIPTIVE TITLE	FVC CREDIT

CATALOGUE DESCRIPTION:

CMNS 300 (ECE) prepares students for communications tasks in the field of Early Childhood Education. Components include: essay writing, professional correspondence, resumes, promotional writing, and oral reports.

COURSE PREREQUISITES: CPT score (48 or better) or equivalent

COURSE COREQUISITES:

HOURS PER TERM FOR EACH STUDENT	**LECTURE**	**20**	**HRS**	**STUDENT DIRECTED LEARNING**	**HRS**
	LABORATORY	**20**	**HRS**		
	SEMINAR	**20**	**HRS**	**OTHER - specify: FIELD EXPERIENCE**	**HRS**
				TOTAL	**60 HRS**

COLLEGE CREDIT TRANSFER		COLLEGE CREDIT NON-TRANSFER		NON-CREDIT	
	X				

TRANSFER STATUS (Equivalent, Unassigned, Other Details)

UBC

SFU

UVIC English 115

OTHER (specify) OLA

COURSE DESIGNER	**J.D. Tunstall, Ph.D.**
	DEAN OF ACADEMIC STUDIES

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COURSES FOR WHICH THIS IS A PREREQUISITE:	RELATED COURSES

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

TEXTS: Read and Collins. *English at Work*

Hacker. *A Writer's Reference*

Gage Canadian Dictionary

OBJECTIVES:

- To develop an effective approach to the writing process including planning and revising.
- To learn basic techniques of effective writing such as clarity, conciseness, sincerity, tone, unity, coherence and completeness.
- To learn techniques of document design and format such as spacing, use of headings and listing.
- To learn forms and purposes of commonly used letters and reports.
- To learn techniques of using illustrations effectively within a document.
- To learn basics of effective letters of application and resumes.
- To learn techniques of academic writing (e.g. essay structure, documentation, etc.).
- To learn and apply elements of promotional writing (as in brochures, etc.).

METHODS:

Students are evaluated through written exercises, final drafts and, in some sections, quizzes.

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STUDENT EVALUATION PROCEDURE:

Exercises 25%

- diagnostic writing
- language/vocabulary work
- library research assignment
- memos (informational and progress)
- interview techniques

Final Drafts 60%

- 1 routine letter
- 2 "bad news" messages (1 as memo)
- 1 promotional letter
- job package
    - job ad/description
    - application letter
    - resume
- the essay
    - documentation assignment
    - 1 brief essay on CMNS topic

Oral Presentations 15%

- 2 (1 informational, 1 persuasive)

CMNS DEPARTMENT LETTER GRADE/PERCENTAGE EQUIVALENTS:

A+	=	94 - 100%
A	=	89 - 93%
A-	=	86 - 88%
B+	=	82 - 85%
B	=	78 - 81%
B-	=	75 - 77%
C+	=	71 - 74%
C	=	66 - 70%
C-	=	63 - 65%
P	=	60 - 62%

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COURSE CONTENT

Unit Outline:

1. Introduction to course, department policies, course objectives, etc.

2. The communication process: theory, models, non-verbal languages, etc.

3. The writing process: pre-planning, organization, etc.

4. Professional correspondence: letters and memos; positive and negative messages, etc.; and letter of reference.

5. Essay techniques.

6. Oral reports.

7. Promotional writing: brochures, newsletters, etc.

8. A job-application package (i.e. letter of application and resume)

9. Interview techniques.