COURSE OUTLINE

CMM400

Prepared: Language and Communications Department   Approved: Martha Irwin, Chair, Community Services & Interdisciplinary Studies

Course Code: Title	CMM400: ADVANCED COMMUNICATION FOR AVIATION
Program Number: Name	:
Department:	COMMUNICATIONS
Semester/Term:	17F
Course Description:	This course provides advanced training for aviation students in the organization and presentation of information, using a teamwork approach. Emphasis will be placed on recognizing audience needs, using persuasive techniques, practicing interpersonal skills, and enhancing presentation skills. A major component of the course will consist of career exploration, preparation of a resume and cover letter, and interview skills.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	CMM115, CMM210
Essential Employability Skills (EES):	#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. #4. Apply a systematic approach to solve problems. #5. Use a variety of thinking skills to anticipate and solve problems. #6. Locate, select, organize, and document information using appropriate technology and information systems. #7. Analyze, evaluate, and apply relevant information from a variety of sources. #8. Show respect for the diverse opinions, values, belief systems, and contributions of others. #9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. #10. Manage the use of time and other resources to complete projects. #11. Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D
Evaluation Process and Grading System:	

Evaluation Type	Evaluation Weight

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Career Report/Employment Interview	20%
Evaluative Summary	10%
Group Collaborative Log	5%
Group Presentation	10%
Mini-Research/Teaching Presentation	10%
Personal Summary/Log of Group Activity	10%
Professional Resume and Cover Letter	15%
Short, Improvised Speeches	10%
Support Document -- Brochure, PowerPoint etc	10%

Course Outcomes and Learning Objectives:

Course Outcome 1.

Analyze, develop, and practice communication strategies as they apply to cockpit management

Learning Objectives 1.

- Focus on active listening
- Recognize influence styles
- Recognize effective communication
- Analyze effective and ineffective communication models
- Recognize key communication elements
- Research scenarios where cockpit communication is essential

Course Outcome 2.

Design a resume, cover letter, and/or other related career information.

Learning Objectives 2.

- Employ elements of document design theory to generate a resume and cover letter
- Research and define potential employment possibilities
- Inventory and relate education and skills to current job market
- Produce portfolio, business cards, and/or other supports for employment

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- Demonstrate essential presentation skills
- Produce a potential career analysis

Course Outcome 3.

Produce clear, concise, accurate, well-organized, professional, computer-generated documents.

Learning Objectives 3.

- Produce a report, proposal, or other analytical or persuasive report appropriate to audience and purpose
- Design and/or keep an accurate log, journal, or other record appropriate to aviation technology.
- Locate, gather, summarize, apply, and document information, including graphics, from both primary and secondary sources
- Design and produce a brochure or power point presentation appropriate to aviation technology

Course Outcome 4.

Demonstrate, practice, and evaluate individual effort in a collaboration and teamwork environment.

Learning Objectives 4.

- Collaborate with peers on projects, reports, presentations, role-playing, discussions, or other assigned activities
- Recognize stages of team development and growth
- Practice team skills within a working environment
- Participate in peer editing of writing projects
- Evaluate individual role within group
- Complete assigned tasks within group
- Demonstrate responsibility toward group success

Course Outcome 5.

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Produce and/or evaluate a practice career interview.

Learning Objectives 5.

- Demonstrate presentation skills essential to job application and interview
- Research essential interviewing skills
- Analyze and interpret communication behavior
- Research and analyze various ways to present resume packages via Internet, video, teleconference, etc.
- Present various topics related to interviewing

Course Outcome 6.

Give well-organized, coherent, effective, oral presentations ranging from impromptu talks to prepared, collaborative, persuasive presentations that recognize and use the elements of communication theory, respond to specific audiences and purposes, and utilize traditional and/or electronic visual aids where appropriate.

Learning Objectives 6.

- Recognize audience's needs, knowledge level, characteristics, and attitude
- Define the purpose of the communication
- Present an organized thesis and/or statement of intention
Recognize and present the elements of persuasiveness, i.e. define the topic, provide evidence, and make the case
- Select the most appropriate evidence to achieve purpose and persuade
- Design and present appropriate visual support
- Recognize and interpret non-verbal communication
- Identify the most effective communication strategies for the purpose and audience

Date:	Wednesday, August 30, 2017
	Please refer to the course outline addendum on the Learning Management System for further information.