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**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ON**

**COURSE OUTLINE**

**COURSE TITLE: COMMUNICATIONS AND PUBLIC RELATIONS**

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**CODE NO.: ENG SEMESTER: FALL**

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**PROGRAM: HAIRSTYLING**

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**AUTHOR: LANGUAGE AND COMMUNICATION DEPARTMENT**

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**DATE: SEPTEMBER 1993 PREVIOUS OUTLINE DATED: SEPTEMBER 1992**

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**APPROVED:**

*N. Koch*  
**NADEAN KOCH, DEAN, SCHOOL OF  
ARTS AND GENERAL EDUCATION**

**DATE**

1993 06 21



### PHILOSOPHY/GOALS

This course aims at equipping students with the writing, speaking and reading skills required for apprenticeship training and other future placement in the hairdressing profession. Emphasis is placed upon the consideration of the psychology and etiquette of customer relations as well as the everyday business of memos, orders, letters, advertising, etc. Employment search skills (interview techniques, resumes and letter of application) are also stressed.

### TEXTBOOK

There will be no specific text for the course, although reference will be made to "A Resume Guide" (available free of charge from the Counselling Office).

### COURSE OBJECTIVES

Upon completion of the course, students will be able to do the following:

1. Write concise, correct business letters.
2. Write a set of professional instructions or describe a process.
3. Write brief internal memos.
4. Prepare for employment interviews and write a resume and a covering letter.
5. By examining case studies and scenarios and participating in group projects, demonstrate a knowledge of interpersonal communication skills required in a hairdressing practice.
6. Assume roles and display decision-making skills in coping with real-life work situations through role-playing.

### INSTRUCTIONAL METHODS

Classroom presentations and films, seminar and discussion sessions will be used to respond to students' needs.

ASSIGNMENTS AND MARKING SCHEME

1. Interpersonal communication skills	10%
2. Internal memos, other writing assignments and tests	20%
3. Job application package	20%
4. Advertising/marketing package	40%
5. Oral presentation	10%
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TOTAL	100%

Marking schemes for essays and other assignments will differ from professor to professor and from assignment to assignment. This flexibility recognizes that professors need to vary their approach as they assist students with varying levels of competence to meet the objectives of the course.

METHOD OF ASSESSMENT

Letter grades will be assigned in accordance with the Language and Communication Department Guidelines.

The following letter grades will be assigned as final grades in courses in the Language and Communication Department:

A+	Consistently outstanding	(90% - 100%)
A	Outstanding achievement	(80% - 89%)
B	Consistently above average achievement	(70% - 79%)
C	Satisfactory or acceptable achievement in all areas subject to assessment	(60% - 69%)
R	Repeat--The student has not achieved the objectives of the course and the course must be repeated.	(Less than 60%)
CR	Credit exemption	
X	A temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements	

**NOTE:** Students may be assigned an "R" grade early in the course for unsatisfactory performance.

TIME FRAME

Two hours per week for one entire semester.

PLAGIARISM

Students should refer to the definition of "academic dishonesty" in the "Statement of Student Rights and Responsibilities."

Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

SPECIAL NOTES

All students should be aware of the Special Needs Office in the college. Students with identified special needs are encouraged to discuss required accommodations confidentially with the professor. It is the responsibility of students who require accommodations to contact the Special Needs Office.