Course Code: Title	CMM510: PROFESSIONAL COMMUNICATION
Program Number: Name	
Department:	COMMUNICATIONS
Academic Year:	2024-2025
Course Description:	This course helps students develop professional communication skills required for success in the Canadian workplace. Industry-related assignments involve various modes of communication, including writing, with a focus on program-related materials and expectations. With opportunities to use computers and other media, students create effective job search documents, develop interview skills, and identify career pathway possibilities. Emphasis is placed on integrating positive and inclusive language, listening to client needs, and developing error-free, effective communications.
Total Credits:	2
Hours/Week:	2
Total Hours:	28
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	OEL106, OEL770
Essential Employability Skills (EES) addressed in this course:	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.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D
	A minimum program GPA of 2.0 or higher where program specific standards exist is required

Course Outcomes and Learning Objectives:	for graduation.	

Course Outcome 1	**Learning Objectives for Course Outcome 1**
1. Employ critical thinking skills to identify audience and purpose, and respond appropriately.	1.1 Write from an understanding of professional codes of conduct, confidentiality, and invitational language. 1.2 Use suitable tone to audience and purpose. 1.3 Utilize various media to effectively market products, events, and services. 1.4 Revise, edit, and proofread documents, including summaries, communiqus, and informal reports, for clarity and correctness.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Prepare for a successful job search.	2.1 Produce cover letter and resume tailored to position. 2.2 Develop a professional profile for use on cover letter and social media. 2.3 Manage job search materials, including postings, communications, and files. 2.4 Develop effective job interview techniques.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Develop listening and speaking skills.	3.1 Practice interpersonal skills required for effective communication with all workplace stakeholders. 3.2 Demonstrate ability to work in a dynamic, collaborative environment. 3.3 Conduct oneself professionally at all times.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
4. Conduct research for professional purposes.	4.1 Locate materials from varied credible sources, including academic and professional databases. 4.2 Identify and evaluate relevant materials. 4.3 Read critically. 4.4 Integrate source material responsibly. 4.5 Follow a style guide (e.g., APA) to maintain academic integrity and professional standards.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Professional Portfolio	45%
Professional Presentation	20%
Professional Reading	15%
Professional Writing	20%

Date: June 28, 2024

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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