



## COURSE OUTLINE: CMM225 - HUMAN SER COMM

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Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

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| <b>Course Code: Title</b>   | CMM225: HUMAN SERVICES COMMUNICATION   |
| <b>Program Number: Name</b>   |  |
| <b>Department:</b>  | COMMUNICATIONS   |
| <b>Semesters/Terms:</b>   | 20F, 21W   |
| <b>Course Description:</b>  | This course prepares students for the extensive communication requirements of employment in the human service professions. Emphasis is placed on producing objective, accurate documents such as memos, letters, resumes, and reports, and on developing oral presentation skills, suited to the purposes and audiences of the human services. Key components of this course include document design and various forms of research.  |
| <b>Total Credits:</b>   | 3  |
| <b>Hours/Week:</b>  | 3  |
| <b>Total Hours:</b>   | 45   |
| <b>Prerequisites:</b>   | CMM115   |
| <b>Corequisites:</b>  | There are no co-requisites for this course.  |
| <b>Substitutes:</b>   | CMM210, CMM215, OEL106, PFP204   |
| <b>Essential Employability Skills (EES) addressed in this course:</b> | <p>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.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 3 Execute mathematical operations accurately.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p> |
| <b>Course Evaluation:</b>   | Passing Grade: 50%, D<br><br>A minimum program GPA of 2.0 or higher where program specific standards exist is required   |

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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for graduation.

**Books and Required Resources:**

Sault College APA Quick Guide by Language and Communication Department  
Publisher: Sault College Edition: 3rd

**Course Outcomes and Learning Objectives:**

| <b>Course Outcome 1</b>   | <b>Learning Objectives for Course Outcome 1</b>   |
|---|---|
| 1. Adapt the format, tone, and diction of a communication to the needs of a specific audience in a given situation. | 1.1 Utilize the most effective format, taking into consideration the writer's goals and the expected audiences' reactions, including agencies and other stakeholders.<br>1.2 Choose a tone in the communication that will best serve to achieve the desired purpose and to affect the desired reaction on the reader's part.<br>1.3 Select the most appropriate communication style (sentence type and length, word choice, paragraph structure, etc.).   |
| <b>Course Outcome 2</b>   | <b>Learning Objectives for Course Outcome 2</b>   |
| 2. Demonstrate, in written assignments, the ability to produce clear, accurate text in a variety of formats.        | 2.1 Produce well-organized, logical, error-free documents.<br>2.2 Write all submissions so the purpose of the written communication is clear and any required action on the part of the recipient is explicated.<br>2.3 Produce effective short reports in a limited time frame.<br>2.4 Compose daily communiques such as emails that include appropriate subject lines, tone, formatting, recipients, and signatures.<br>2.5 Utilize electronic techniques such as keyboard shortcuts, and review and reference tools, to facilitate document design, writing, and editing.  |
| <b>Course Outcome 3</b>   | <b>Learning Objectives for Course Outcome 3</b>   |
| 3. Locate, gather, and apply information during the preparation of documents.                                       | 3.1 Gather appropriate, accurate, and useful information for the preparation of a report, through a variety of methods including interviews, surveys, and library/database research.<br>3.2 Use gathered information suitably within reports.<br>3.3 Utilize electronic tools, e.g., files/folders, references and review tabs, and database functions, to obtain, analyze, and manage information.<br>3.4 Employ observation techniques and demonstrate the difference between objective and subjective writing.<br>3.4 Select the proper format for the report type needed, and apply the information in the most effective way.<br>3.5 Locate, gather, and apply information using client-based, factual, objective and ethical language.<br>3.6 Use comparative information-checking and other validation techniques to evaluate all sources for reliability.<br>3.7 Research, prepare for, and participate in information interviews.<br>3.8 Produce a report with in-depth, professional database research. |
| <b>Course Outcome 4</b>   | <b>Learning Objectives for Course Outcome 4</b>   |
| 4. Collaborate in the   | 4.1 Develop effective teamwork, communication, and group  |

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|  | production of documents and/or presentations.   | problem-solving skills.<br>4.2 Delegate, assume, and follow roles and responsibilities.<br>4.3 Schedule meetings and manage allocated time.<br>4.4 Document and evaluate group progress, adapt to needs accordingly.<br>4.5 Produce unified, coherent, professional documents and/or presentations.  |
|  | <b>Course Outcome 5</b>   | <b>Learning Objectives for Course Outcome 5</b>  |
|  | 5. Give a well-organized, coherent, effective, informal oral presentation, using visual aids where appropriate. | 5.1 Organize a presentation to meet the needs of an audience: logical development, proper sequencing, prior knowledge of the audience concerning the topic, etc.<br>5.2 Present effectively in a dynamic manner that achieves the speaker's purpose.<br>5.3 Use visual aids effectively, including electronic tools such as PowerPoint, in an engaging, professional manner. |
|  | <b>Course Outcome 6</b>   | <b>Learning Objectives for Course Outcome 6</b>  |
|  | 6. Submit an effective employment package.  | 6.1 Submit an effective letter of application responding to an advertised position.<br>6.2 Submit a resume for the prepared letter of application.<br>6.3 Demonstrate how to research an employment opportunity.   |
|  | <b>Course Outcome 7</b>   | <b>Learning Objectives for Course Outcome 7</b>  |
|  | 7. Demonstrate, in writing, a comprehension of program-related material from professional journals/articles.    | 7.1 Summarize and evaluate articles from journals related to the program.<br>7.2 Use information from program-related journals in reports written for class.<br>7.3 Document sources of information in a suitable format (APA).  |
|  | <b>Course Outcome 8</b>   | <b>Learning Objectives for Course Outcome 8</b>  |
|  | 8. Employ a variety of editing techniques.  | 8.1 Use the technological tools available to assist in editing written material.<br>8.2 Use peer-editing effectively.<br>8.3 Self-edit written work.   |

**Evaluation Process and Grading System:**

| Evaluation Type  | Evaluation Weight |
|--|-------------------|
| Employment package/career-related cover letter and resume                      | 15%               |
| Interviews/oral communication with written component                           | 10%               |
| Program-related documents/reports. May include additional research             | 35%               |
| Proposal/grant application/research paper - Includes research                  | 25%               |
| Research & documentation - database/book research, article review/summary, APA | 15%               |

**Date:** June 15, 2020

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

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