



COURSE OUTLINE

CMM225

Prepared: Brian Calcafuoco Approved: Martha Irwin, Chair, Community Services & Interdisciplinary Studies

Course Code: Title	CMM225: HUMAN SERVICES COMMUNICATION
Program Number: Name	:
Department:	COMMUNICATIONS
Semester/Term:	18W
Course Description:	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, résumés, 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.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	CMM115
Substitutes:	CMM210, CMM215, OEL106, PFP204
This course is a pre-requisite for:	OPA210, OPA212, OPA213, PNG247, PNG248, PNG260
Essential Employability Skills (EES):	<p>#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>#2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>#3. Execute mathematical operations accurately.</p> <p>#4. Apply a systematic approach to solve problems.</p> <p>#5. Use a variety of thinking skills to anticipate and solve problems.</p> <p>#6. Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>#7. Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>#9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>#10. Manage the use of time and other resources to complete projects.</p>



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#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
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%

Books and Required Resources:

Cites & Sources: An APA Documentation Guide by Haig, J. & MacMillan, V.
Publisher: Nelson Education Edition: 5th ed.
ISBN: 9-780176-622220

Course Outcomes and Learning Objectives:

Course Outcome 1.

Adapt the format, tone, and diction of a communication to the needs of a specific audience in a given situation.

Learning Objectives 1.

- Utilize the most effective format, taking into consideration the writer’s goals and the expected audiences’ reactions, including agencies and other stakeholders
- 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
 - Select the most appropriate communication style (sentence type and length, word choice, paragraph structure, etc.)

Course Outcome 2.

Demonstrate, in written assignments, the ability to produce clear, accurate text in a variety of formats.



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Learning Objectives 2.

- Produce well-organized, logical, error-free documents
- Write all submissions so the purpose of the written communication is clear and any required action on the part of the recipient is easily seen
 - Produce effective short reports in a limited time frame
 - Compose daily communiqués such as emails that include appropriate subject lines, tone, formatting, recipients, and signatures
 - Utilize electronic techniques such as keyboard shortcuts, and review and reference tools, to facilitate document design, writing, and editing

Course Outcome 3.

Locate, gather, and apply information during the preparation of documents.

Learning Objectives 3.

- Gather appropriate, accurate, and useful information for preparation of a report, through a variety of methods including interviews, surveys, and library/database research
 - Utilize electronic tools, e.g., files/folders, references and review tabs, and database functions, to obtain, analyze, and manage information
 - Employ observation techniques and demonstrate the difference between objective and subjective writing
 - Select the proper format for the report type needed, and apply the information in the most effective way
 - Locate, gather, and apply information using client-based, factual, objective and ethical language
 - Use comparative information-checking and other validation techniques to evaluate all sources for reliability
 - Research and prepare for and participate in information interviews
 - Produce a report with in-depth, professional database research

Course Outcome 4.

Collaborate in the production of documents and/or presentations.



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Learning Objectives 4.

- Develop effective teamwork, communication and group problem-solving skills
- Delegate, assume, and follow roles and responsibilities
- Schedule meetings and manage allocated time
- Document and evaluate group progress, adapt to needs accordingly
- Produce unified, coherent, professional documents and/or presentations

Course Outcome 5.

Give a well-organized, coherent, effective, informal oral presentation, using visual aids where appropriate.

Learning Objectives 5.

- Organize a presentation to meet the needs of an audience: logical development, proper sequencing, prior knowledge of the audience concerning the topic, etc.
- Present effectively in a dynamic manner that achieves the speaker's purpose
- Use visual aids effectively, including electronic tools such as PowerPoint, in an engaging, professional manner

Course Outcome 6.

Submit an effective employment package.

Learning Objectives 6.

- Submit an effective letter of application responding to an advertised position
- Submit a résumé for the prepared letter of application
- Demonstrate how to research an employment opportunity

Course Outcome 7.

Demonstrate in writing, comprehension of program-related material from professional journals/articles.



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Learning Objectives 7.

- Summarize and evaluate articles from journals related to the program
- Use information from program-related journals in reports written for class
- Document sources of information in a suitable format (APA)

Course Outcome 8.

Employ a variety of editing techniques.

Learning Objectives 8.

- Use the technological tools available to assist in editing written material
- Use peer-editing effectively
- Self-edit written work

Date:

Wednesday, August 30, 2017

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