

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: COMMUNICATIONS AND PUBLIC RELATIONS

CODE NO.: ENG SEMESTER: FALL

PROGRAM: HAIRSTYLING

AUTHOR: LANGUAGE AND COMMUNICATION DEPARTMENT

DATE: SEPTEMBER 1992 PREVIOUS OUTLINE DATED: JANUARY 1992

APPROVED:

DEAN

DATE

1992 06 05

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:

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. Demonstrate a knowledge of interpersonal communication skills required in a hairdressing practice.
6. Show the listening skills needed in a work environment.
7. Assume roles and display decision-making skills in coping with real-life work situations.

INSTRUCTIONAL METHODS

ASSIGNMENTS AND MARKING SCHEME

1. Job application package	20%
2. Internal memos, other writing assignments and tests.	20%
3. Completion of Nelson-Denny, Language Diagnostic and Writing Tests	10%
4. Advertising/marketing package	40%
5. In class activities, participation	10%
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TOTAL	100%

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 the APA Documentation Format for referencing source material. An outline of this style is available from the professor.

