

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: COMMUNICATIONS AND PUBLIC RELATIONS

Code No.: ENG.

Program: HAIRDRESSING

Semester: WINTER 1991

Date: JANUARY 1991

Author: RICHARD PAGE

New: _____ Revision: X

APPROVED: *M/Com*
Dean

Date 90 12 10

COMMUNICATIONS AND PUBLIC RELATIONS

Course Title

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, Room E134.)

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:

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

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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 (A, B, C, or U) for assignments will be in accordance with the Language and Communications Department Guidelines. For FINAL grades the following letters will be recorded:

- A+ - Excellent
- A - Outstanding achievement
- B - Consistently above average
- C - Satisfactory/Acceptable
- R - Repeat (The student has not achieved the required objectives and must repeat the course).

TIME FRAME:

Two hours per week for sixteen weeks

Richard Page

Office E311

