

## SAMPLE COURSE OUTLINE

### Course Code, Number, and Title:

WMDD 4860: Communications for Web and Mobile Designers

### Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 4 h + Seminar 0 h + Lab 0 h

**Credits:** 3

**Transfer credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, Corequisites:

Students will be introduced to fundamental principles of communications including audience analysis, purpose identification, and elements of tone and style. Working individually and in teams, students will learn to apply persuasive techniques in pitching ideas both in writing and orally. In addition they will learn and practice strategies for providing effective feedback tactfully and constructively.

Prerequisites: Admission into the Web and Mobile App Design and Development program or with assessment and permission from the coordinator.

*Registration in this course is restricted to students admitted to the Post-Degree Diploma in Web and Mobile App Design and Development or with department permission.*

### Learning Outcomes:

Upon successful completion of this course, students will be able to:

- analyse the audience and purpose of communication situations and apply appropriate persuasive strategies
- convey technical information and knowledge to a variety of audiences both verbally and in writing
- offer and accept constructive feedback on technical/professional documents and presentations
- write and speak in a professional manner employing principles of conciseness, readability, clarity, accuracy and organization
- interact respectfully and professionally as part of a team

**Instructor(s):** TBA

**Office:** TBA      **Phone:** 604 323 XXXX      **Email:** TBA

**Office Hours:** TBA

snəwəyət̚ leləm̚ Langara College acknowledges that we are located on the unceded territory of the Musqueam people.

**Textbook and Course Materials:**

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

Deborah Luchuk. "Successful Business Communication bridging the gap". Canada. 2013.

*Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

**Assessments and Weighting:**

**Final Exam %**

**Other Assessments %**

(An example of other assessments might be:) %

Assignments: 75%

Project: 25%

Major project used instead of final exam to evaluate student knowledge

Proportion of individual and group work:

Individual: 40%

Group: 60%

**Grading System:** Letter grade

Specific grading schemes will be detailed in each course section outline.

Passing grade: C

No final exam

**Topics Covered:**

[Topics covered may vary by instructor. An example of topics covered might be:]

- Audience and purpose analysis
- Tone and style
- Effective workplace correspondence
- Group communication skills--collaboration, active listening
- Oral presentation skills--organization and delivery
- Non-verbal communication skills

*This generic outline is for planning purposes only.*

- Persuasive techniques
- Critiquing skills

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

**College Policies:**

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

**Departmental/Course Policies:**

*This generic outline is for planning purposes only.*