

SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

CMNS 1122: Communications for Creative Professionals

Course Format:

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

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, Corequisites:

Succeeding in the creative arts industries requires strong professional and interpersonal communication skills. Students prepare to be successful creative professionals by learning how to promote themselves and their work to potential clients, how to give meaningful feedback on others' work, and how to work effectively on a team. Students practice a variety of strategies for interpersonal, oral, and written communication, including conveying confident body language, demonstrating dynamic presentation skills, and using persuasive writing techniques.

Prerequisite(s): One of LET 3 (or LPI equivalent); a minimum 80% in one of BC English 12, BC English Literature 12, or BC English First Peoples 12; a minimum "C" grade in ENGL 1120; or an "S" in one of ENGL 1107, 1108, or 1110.

Learning Outcomes:

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

- analyze audience and purpose to determine appropriate tone, style, and communication strategies
- write and speak in a professional manner employing principles of tact, persuasion, clarity, and conciseness
- participate effectively in a professional collaborative environment, including planning, organizing, and completing a team project
- select appropriate organization, content, and tone for oral presentations

Instructor(s): TBA

Office: TBA Phone: 604 323 XXXX Email: TBA

Office Hours: TBA

Textbook and Course Materials:

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

Courseware package. Strategies for Successful Communication as a Creative Professional. Langara College. 2018.

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: 60%

Project: 30%

Participation: 10%

*Most Communications courses do not have a final exam and instead have a final project to demonstrate mastery of the course materials.

Participation format: Completing homework, actively participating in class discussion, activities, and in group work, giving constructive written and oral feedback on peer work.

Proportion of individual and group work:

Individual: 60%

Group: 40%

Grading System: Letter grade

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

Passing grade: C

No final exam

This generic outline is for planning purposes only.

Topics Covered:

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

- Week 1: Introduction to the Course
- Week 2: Mastering Your Tone
- Week 3: Pitching Your Talents
- Week 4: Giving Feedback and Writing Proposals
- Week 5: Building a Successful Team
- Week 6: Conducting Effective Meetings
- Week 7: Mastering Persuasion
- Week 8: Presenting Effectively
- Week 9: Practicing Presentation Skills
- Week 10: Flex Week
- Week 11: Workshopping Your Team
- Week 12: Peer-Editing
- Week 13: Reviewing Course Concepts

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:

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