Communication Studies 303: Business and Professional Communication

Credit Hours: 3
Scheduled hours per week
   Lecture: 3
   Lab: NA
   Other: NA

Catalog Course Description: This course is an application of the principles of communication. Simulated projects and oral presentations will be used to refine communication skills necessary for entry-level positions within business and other professional settings.

Pre-requisites: Communication Studies 111
Co-requisites: NA

Course Learning Outcomes:
At the conclusion of this course, students should be able to:
   • Understand the communication process in the professional setting
   • Identify and use the appropriate communication skills for entry-level positions in business and other professional settings
   • Apply the communication skills gained in the course through simulated projects and oral presentations
   • Deliver business presentations
   • Anticipate and respond to questions during a presentation
   • Plan and conduct an interview in both interviewee and interviewer roles
   • Evaluate listening habits and practice effective listening skills

Topics to be studied:
   • Informative presentations in the professional setting
   • Persuasive presentations in the professional setting
   • Ethics
   • The verbal and non-verbal principles of delivery
   • Audience Analysis
   • Proper use of language
   • The communication process
   • Organization
   • Listening

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<th>Relationship of Course to Discipline Learning Outcomes</th>
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<td>Explain how ethics play a role in the communication process.</td>
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<td>Recall the communication process.</td>
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Demonstrate an ability to select appropriate topics and language for public presentations.  
Demonstrate an ability to conduct research.  
Create complex messages in a variety of communication settings.  
Evaluate and critique one’s own and other’s communication in a variety of settings.  
Apply effective delivery skills in a variety of communication settings.  
Recall the historic background of mass media and contemporary media issues.  
Summarize the theoretical underpinnings of mass communication.

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<th>Relationship of Course to General Education Learning Outcomes:</th>
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<td><strong>Composition and Rhetoric</strong> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.</td>
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<td><strong>Science &amp; Technology</strong> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.</td>
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<td><strong>Mathematics &amp; Quantitative Skills</strong> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.</td>
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<td><strong>Society, Diversity, &amp; Connections</strong> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.</td>
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<td><strong>Human Inquiry &amp; the Past</strong> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.</td>
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<td><strong>The Arts &amp; Creativity</strong> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.</td>
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**Special Requirements of the course:** N/A

**Additional information:** N/A

**Prepared by:** Mary Beth Held

**Date:** 10/10/2017