COMM 1200: Communications for Careers

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

Communications for Career Success teaches students communication strategies to obtain and keep employment. Students will learn communication concepts and skills including self-concept, perception, listening, verbal and nonverbal communication, conflict styles and resolution, and basic presentation skills. Students will apply these concepts to the job search process and workplace to increase success at getting and keeping a job.

B. COURSE EFFECTIVE DATES: 01/09/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Communication concepts and Skills
   A. Communication Foundation
      1. Model and process
      2. Types of communication
   B. Basic Communication Rules
      1. Communication is inevitable
      2. Communication is irreversible
      3. Communication is a continuing process
      4. Communication involves ethics
   C. Self
      1. Self-concept
      2. Self-awareness
      3. Self-esteem
   D. Perception
      1. Perceptual process
      2. Culture and cultural sensitivity
      3. Barriers: ethnocentrism, stereotypes, facts vs. inference
      4. Perception checking
      e. Impression management/brand
   E. Listening
      1. Goals of listening
      2. Feedback styles
      3. Active listening
   F. Verbal
      1. Denotative and connotative
      2. Ladder of abstraction
3. Rhetorical sensitivity
G. Nonverbal Communication
   1. Functions
   2. Types of nonverbal communication
   3. Workplace behavior
H. Conflict
   1. Conflict resolution styles
   2. “I” messages
   3. Fair and unfair fighting
I. Presentation
   1. Planning a presentation: understanding your audience, enhancing your credibility, and adapting to the logistics.
   2. Research presentation content related to career field of study
   3. Prepare a presentation outline
   4. Display effective presentation communication and delivery

2. Job Search, Resume, and Cover Letter
   A. Networking
   B. Job search methods and techniques
   C. Employee pay and benefits
   D. Employee unions
   E. Personal assessment of employment goals, education, work experience, knowledge, skills and abilities
   F. Job applications
   G. Cover letter
   H. Resume
   I. Reference sheet

3. Interviewing
   A. Types, preparation, question techniques, appearance, body language
   B. Practice interviews
   C. Best practices

D. LEARNING OUTCOMES (General)
   1. Students will explain and apply the communication principles.
   2. Students will identify their self-concept, strengths and weaknesses, and describe the importance of self-awareness and self-esteem.
   3. Students will describe the perceptual process and demonstrate perception checking.
   4. Students will determine their professional brand and practice impression management.
   5. Students will differentiate between listening styles and practice active listening.
   6. Students will name and use rhetorically sensitive language.
   7. Students will apply effective nonverbal communications practices.
   8. Students will distinguish between conflict styles and apply the concepts of conflict resolution.
   9. Students will plan, organize and execute a presentation on a topic related to their career field.
   10. Students will perform a job search, create workplace communication pieces and practice interview techniques.
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. ADDITIONAL INFORMATION
   None noted

AASC APPROVAL DATE: January 17, 2018
REVIEW DATE: January 2023