# Professional Communications: A Common Approach to Work-place Writing

Course-level Learning Outcomes and Chapter Learning Objectives

This document contains a list of Fanshawe's course-level learning outcomes in each of the 5 units as well as chapter learning objectives for this OER.

Please refer to the official course information sheet for additional details regarding courses learning outcomes (CLOs) and essential employability skills (ESS) associated with Fanshawe College courses.
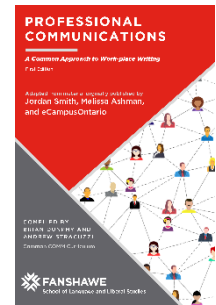
Unit 1: Communication Foundations

Common COMM Course Learning Outcomes

This unit supports the following course learning outcomes (*COMM 3020, COMM 3048, COMM 3073, COMM 3074, COMM 3075, COMM 3077, COMM 3080, COMM 3082*):

- **5. Demonstrate** critical thinking skills in reading, writing, and discussion

COMM 3020:

- **1. Communicate** clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience

Chapter 1: Professional Communications

1. Distinguish between the nature of English and Communications courses.
2. Explain the importance of studying Communications.
3. Identify communication-related skills and personal qualities favoured by employers.
4. Consider how communication skills will ensure your future professional success.
5. Recognize that the quality of your communication represents the quality of your company.
6. Distinguish between personal and professional uses of communications technology in ways that ensure career success and personal health.
7. Select common, basic information technology tools to support communication.
8. Illustrate the communication process to explain the end goal of communication.
9. Troubleshoot communication errors by breaking down the communication process into its component parts.
10. Reframe information gained from spoken messages in ways that show accurate analysis and comprehension.

Unit 2: The Writing Process

Common COMM Course Learning Outcomes

This unit supports the following course learning outcomes (*COMM 3048, COMM 3073, COMM 3074, COMM 3075, COMM 3077, COMM 3080, COMM 3082*):

- **2. Analyze** an audience and tailor a message to that audience (objective/subjective writing, persuasive writing, internal/external audience)
- **3. Apply** principles of grammar, punctuation, and editing appropriate to professional writing

- **4. Prepare** documents according to basic principles of formatting and visual communication in various written documents
- **7. Employ** research skills including locating, selecting, evaluating, and documenting source materials

COMM 3020:

- **1. Communicate** clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience
- **4. Compose** stylistically appropriate business documents
- **7. Synthesize** research sources in an APA-style, analytic report
- **10. Implement** principles of properly documenting the use of research sources and others' ideas.

Chapter 2: The Writing Process 1: Preparing
1. Distinguish between general and specific purposes for writing.
2. Analyze primary and secondary audiences using common profiling techniques.
3. Identify techniques for adjusting writing style according to audience size, position relative to you, knowledge of your topic, and demographic.
4. Distinguish between communication channels to determine which is most appropriate for particular situations.
5. Plan, write, revise, and edit short documents and messages that are organized, complete, and tailored to specific audiences.
6. Use common, basic information technology tools to support communication.

Chapter 3: The Writing Process 2: Researching
1. Determine the appropriate research methodology that meets the needs of the audience.
2. Distinguish between formal and informal research.\
3. Quote source text directly with accuracy and correct punctuation.
4. Use effective reading strategies to collect and reframe information from a variety of written materials accurately.
5. Locate, select, and organize relevant and accurate information drawn from a variety of sources appropriate to the task.
6. Integrate and document information using commonly accepted citation guidelines.

Chapter 4: The Writing Process 3: Drafting
1. Use effective reading strategies to collect and reframe information from a variety of written materials accurately.
2. Apply outlining techniques to begin drafting a document.
3. Plan, write, revise, and edit short documents and messages that are organized, complete, and tailored to specific audiences.
4. Apply the principles of reader-friendly document design to various written formats.

Chapter 5: The Writing Process 4: Editing
1. Plan, write, revise, and edit short documents and messages that are organized, complete, and tailored to specific audiences.
2. Identify and correct sentence errors such as comma splices, run-ons, and fragments.

3. Identify and correct grammatical errors such as subject-verb and pronoun-antecedent disagreement, as well as faulty parallelism.
4. Identify and correct syntax errors such as misplaced modifiers.
5. Identify and correct punctuation errors involving commas, apostrophes, colons and semicolons, parentheses and brackets, quotation marks, hyphens and dashes, question and exclamation marks, and periods.
6. Identify and correct spelling errors in draft documents.

Unit 3: Workplace Communication

Common COMM Course Learning Outcomes

This unit supports the following course learning outcomes (*COMM 3048, COMM 3073, COMM 3074, COMM 3075, COMM 3077, COMM 3080, COMM 3082*):

- **1. Compose** workplace documents including emails, letters, and a research report
- **2. Analyze** an audience and tailor a message to that audience (objective/subjective writing, persuasive writing, internal/external audience)
- **4. Prepare** documents according to basic principles of formatting and visual communication in various written documents

COMM 3020:

- **Communicate** clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience
- **2. Respond** to written, spoken or visual messages in a manner that ensures effective communication
- **3. Create** well-organized business documents (including emails, letters and reports)
- **4. Compose** stylistically appropriate business documents
- **7. Synthesize** research sources in an APA-style, analytic report.

Chapter 6: Electronic Written Communication

1. Plan, write, revise, and edit short documents and messages that are organized, complete, and tailored to specific audiences.
2. Identify characteristics of effective professional emails.
3. Select and use common, basic information technology tools to support communication.
4. Discuss emerging netiquette standards in social media used for professional purposes.
5. Use rapid electronic communication channels such as texting and instant messaging in a professional manner.

Chapter 7: Traditional Written Communication

1. Plan, write, revise, and edit short documents and messages that are organized, complete, and tailored to specific audiences.
2. Identify the parts of effective letters.
3. Identify the parts of effective memos.
4. Identify the parts of effective reports.
5. Identify the parts of effective proposals.

Chapter 8: Routine Messages

1. Plan, write, revise, and edit short documents and messages that are organized, complete, and tailored to specific audiences.
2. Write routine message types such as information shares, requests, and replies; complaints and claims; and recommendation and goodwill messages.
3. Organize and write persuasive messages.
4. Organize and write negative message.

Unit 4: Employment and Interpersonal Communication

Common COMM Course Learning Outcomes

This unit supports the following course learning outcomes (*COMM 3048, COMM 3073, COMM 3074, COMM 3075, COMM 3077, COMM 3080, COMM 3082*):

- **1. Compose** workplace documents including emails, letters, and a research report
- **2. Analyze** an audience and tailor a message to that audience (objective/subjective writing, persuasive writing, internal/external audience)
- **3. Apply** principles of grammar, punctuation, and editing appropriate to professional writing;
- **4. Prepare** documents according to basic principles of formatting and visual communication in various written documents

COMM 3020:

- **1. Communicate** clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience
- **3. Create** well-organized business documents (including emails, letters and reports)
- **4. Compose** stylistically appropriate business documents
- **8. Create** a resume and cover letter for use in employment searches
- **9. Explain** cultural differences and the impact these differences have on effective business communication

Chapter 9: Job Search, Résumés and Covers Letters

1. Represent skills, knowledge, and experience realistically for employment purposes.
2. Identify and assess individual skills, strengths, and experiences to identify career and professional development goals.
3. Research the job market to identify career opportunities and requirements.
4. Prepare a targeted and persuasive cover letter and resume.

Chapter 10: Interpersonal Workplace Communication

1. Define professional behaviour according to employer, customer, coworker, and other stakeholder expectations.
2. Explain the importance of ethics as part of the persuasion process.
3. Define and provide examples of sexual harassment in the workplace, as well as strategies for how to eliminate it.
4. Identify and provide examples of eight common fallacies in persuasive speaking.
5. Plan and deliver short, organized spoken messages and oral reports tailored to specific audiences and purposes.

6. Explain how to use your voice effectively in professional situations.
7. Identify the five stages of a conversation and general strategies for improving conversation skills.
8. Communicate effectively by telephone in a professional manner.
9. Identify successful strategies for job interview preparation.
10. Explain how best to answer standard and behavioural job interview questions.
11. Define intercultural communication in the context of professional interactions.
12. Explain the process by which we join and participate in a culture such as in the workplace.
13. Identify dimensions of cultural difference from a sociological perspective.
14. Explain strategies for how to establish and maintain friendly professional relations with people from different cultures.

Unit 5: Presentations and Group Communication

Common COMM Course Learning Outcomes

This unit supports the following course learning outcomes (*COMM 3048, COMM 3073, COMM 3074, COMM 3075, COMM 3077, COMM 3080, COMM 3082):*

- **1. Compose** workplace documents including emails, letters, and a research report.
- **6. Perform** an effective presentation.

COMM 3020:

- **1. Communicate** clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.
- **6. Deliver** a persuasive presentation on a business-related topic.

Chapter 11: Group Communication

1. Plan and deliver short, organized spoken messages and oral reports tailored to specific audiences and purposes.
2. Define teamwork in professional settings.
3. Compare and contrast positive and negative team roles and behaviours in the workplace.
4. Discuss group strategies for solving problems.
5. Demonstrate best practices in delivering constructive criticism and bad news in person
6. Rank several types of response to conflict in the workplace in order of most appropriate to least.
7. Explain a collaborative approach to resolving workplace conflict.
8. Explain the purpose and contents of the meeting agenda and minutes.
9. Demonstrate best practices in web conferencing for professional situations.

Chapter 12: Developing Presentations

1. Identify the different methods of speech delivery.
2. Identify key elements in preparing to deliver a speech.
3. Understand the benefits of delivery-related behaviors.
4. Use specific techniques to enhance speech delivery.

Chapter 13: Presentations to Inform

1. Describe the functions of the speech to inform.
2. Provide examples of four main types of speech to inform.

3. Articulate and demonstrate an audience-centered perspective.
4. Provide and demonstrate examples of ways to facilitate active listening.
5. Discuss and provide examples of ways to incorporate ethics in a speech.

Chapter 14: Presentations to Persuade

1. Identify and demonstrate how to use six principles of persuasion.
2. Describe similarities and differences between persuasion and motivation.
3. Identify and demonstrate the effective use of five functions of speaking to persuade.
4. Label and discuss three components of an argument.
5. Identify and provide examples of emotional appeals.
6. Demonstrate the importance of ethics as part of the persuasion process.

Acknowledgments

This open textbook has been compiled, edited and partially adapted by faculty from the School of Language and Liberal Studies at Fanshawe College by using existing open educational sources available through a Creative Commons ShareAlike attribution licence.

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