1.0 Course Description

This course introduces students to the practice of professional communication within and between organizations. Students will examine the variety of forms that professional communication takes and explore the role of communication professionals in organizations. Focusing on the needs of specific organizations, students will consult with clients, conduct a stakeholder/audience analysis, and produce a formal report and presentation. **Lab: 3 hours.**

**Prerequisites:** CMN 222 and CMN 314. Only available to students in Professional Communication.

**Antirequisite:** CMN 313

2.0 Course Outcomes/Learning Objectives

By the end of this course students will be able to:

- Describe the major functions of professional communicators in a range of organizational contexts
- Identify and define communication issues or problems within a specific organizational context
- Plan, implement, and report on a stakeholder/audience analysis that responds to practical challenges and situations
- Develop sensitivity to language and tone, and organize and convey ideas and information textually, visually, and orally

3.0 Topics Covered

- 3.1 The practice of professional communication
- 3.2 Organizational communication and culture
- 3.3 Strategic problem definition
- 3.4 Stakeholder/audience analysis
- 3.5 Research in professional contexts
- 3.6 Report format and style

All topics will be covered, but not necessarily in the order listed above.
4.0 Teaching Method

The course will involve lecture, discussion and client interaction. Students will engage in class discussions, develop collaborative and leadership skills, participate in a practical strategic communication project, and examine issues related to professional writing.

4.2 Graded Assignments

Students will complete a minimum of three assignments and deliver one oral presentation. Additional in-class work may be assigned. The weighting of each assignment will be announced by the instructor.

5.0 Course Materials

Topicality and flexibility will be achieved by use of journal articles, web texts, and other material. The material will be made available in electronic form.

6.0 Course Policies

6.1 Students must adhere to university policies; see http://www.ryerson.ca/senate/policies. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson's Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com
site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

_Please note the following from Policy 145 Course Management Policy:_

**4.3.1.2** Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

**6.4 Email Communication**

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

**6.5 Video and Audio Recording**

No video or audio recording is permitted in class without the express permission of the instructor.

**7.0 Ryerson’s Learning Management System**

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](http://example.com).