1.0 Course Description

In this course for the Fashion Communication and Design options, students learn fundamental concepts which are applied to correspondence, reports, oral presentations, media relations, and the job search. The emphasis is on analyzing audience and purpose; controlling language, style, and tone; and choosing communication strategies appropriate to a variety of professional situations. **Lab: 3 hours.**

2.0 Course Objectives/Learning Outcomes

- To develop sensitivity to language and tone, learn to organize and convey ideas and information textually, visually, and orally
- To analyze audience, situation, and medium to create messages that respond to practical Challenges
- To write and speak ethically and effectively in a variety of internal and external organizational genres

3.0 Topics Covered

3.1 Professional communication theory and practice
3.2 Audience analysis
3.3 Visual design
3.4 Job search communication
3.5 Professional presentations
3.6 Routine communication
3.7 Negative messages
3.8 Persuasive communication
3.9 Media relations
4.0 Teaching Method

4.1 Workshops

In this workshop course, students have the opportunity to prepare assignments in class with the guidance and supervision of the instructor.

4.2 Graded Assignments

Students will complete a minimum of five assignments, including correspondence and at least one report. At least two assignments will be timed in class. Related in-class work may also be assigned. The weighting of each assignment will be announced by the instructor.

4.3 Context

CMN 373 will be presented in the context of communications in the fashion industry. Topics discussed and assignments given will take into account students’ program and other professional interests.

5.0 Course Materials

5.1 Textbook


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.