

CFISD Professional Communications

Scope and Sequence 2018-2019

Course Description: This one-semester speech course is designed to provide opportunities for students to understand and develop effective interpersonal communication skills for the 21st Century. Professional Communications blends written, oral, and graphic communication in a career-based, business environment. Students will prepare, present, and evaluate a variety of multi-media presentations that are appropriate for the professional setting.

Texas Essential Knowledge and Skills: [Professional Communications TEKS](#) fall under Career & Technical Education (CTE). The course is included as part of the Business & Industry Endorsement in the cluster for Arts, Audio/Video Technology, & Communications.

Instructional Units	Days**	
First Semester	78	End Date
1st Grading Period	08/27/2018	10/19/2018
Unit 1: Intrapersonal Communication & Speech Foundations <ul style="list-style-type: none"> • Introductions, overcoming stage fright & developing confidence, speaker motivation, audience etiquette 	9	9/7
Unit 2: Communication Processes <ul style="list-style-type: none"> • Communication model, listening (types & barriers), language registers, verbal & nonverbal delivery 	15	9/28
Unit 3: Ethics in Communication <ul style="list-style-type: none"> • Responsibility, plagiarism, propaganda & persuasive appeals, social media & safety 	14	10/19
*2nd Grading Period	10/22/2018	12/21/2018
Unit 4: Group Communication & Leadership <ul style="list-style-type: none"> • Group roles/dynamics, resolving conflict, leadership styles, effective meetings 	15	11/9
*Unit 5: Business & Career Communication <ul style="list-style-type: none"> • Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols & management 	25	12/21

Second Semester	95	End Date
3rd Grading Period	01/07/2019	03/08/2019
Unit 1: Intrapersonal Communication & Speech Foundations <ul style="list-style-type: none"> • Introductions, overcoming stage fright & developing confidence, speaker motivation, audience etiquette 	9	1/17
Unit 2: Communication Processes <ul style="list-style-type: none"> • Communication model, listening (types & barriers), language registers, verbal & nonverbal delivery 	15	2/8
Unit 3: Ethics in Communication <ul style="list-style-type: none"> • Responsibility, plagiarism, propaganda & persuasive appeals, social media & safety 	19	3/8
*4th Grading Period	03/18/2019	05/30/2019
Unit 4: Group Communication & Leadership <ul style="list-style-type: none"> • Group roles/dynamics, resolving conflict, leadership styles, effective meetings 	20	4/12
*Unit 5: Business & Career Communication <ul style="list-style-type: none"> • Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols & management 	32	5/30

* Includes time for semester review & final exams.

** The length of each unit is an approximate number of days dependent upon the materials used and complexity of assignments. Units may be combined. The purpose of this flexibility is to allow teachers the opportunity to plan for the needs of their students and to accommodate re-teaching or review when necessary. If pre-assessment indicates student mastery could be achieved in a fewer number of days, the additional time could be used for extension or carried into the next unit.

Instructional Material(s):

District developed resources.