

CFISD Professional Communications Scope & Sequence 2015-16

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 is included in Career & Technical Education (CTE) under the cluster for Arts, Audio/Video Technology, and Communications:

<http://ritter.tea.state.tx.us/rules/tac/chapter130/ch130c.html#130.99>

Instructional Units	Days**	
Fall Semester	78	End Date
Unit 1: Intrapersonal Communication & Speech Foundations • Introductions, overcoming stage fright & developing confidence, speaker motivation, audience etiquette	7	9/1
Unit 2: Communication Processes • Communication model, listening (types & barriers), language registers, verbal & nonverbal delivery	12	9/18
Unit 3: Ethics in Communication • Responsibility, plagiarism, propaganda & appeals, social media & safety	10	10/2
Unit 4: Group Communication & Leadership • Group roles/dynamics, resolving conflict, leadership styles, effective meetings	20	11/2
*Unit 5: Business & Career Communication • Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols & management	29	12/18
Spring Semester	98	End Date
Unit 1: Intrapersonal Communication & Speech Foundations • Introductions, overcoming stage fright & developing confidence, speaker motivation, audience etiquette	7	1/13
Unit 2: Communication Processes • Communication model, listening (types & barriers), language registers, verbal & nonverbal delivery	12	2/1
Unit 3: Ethics in Communication • Responsibility, plagiarism, propaganda & appeals, social media & safety	13	2/19
Unit 4: Group Communication & Leadership • Group roles/dynamics, resolving conflict, leadership styles, effective meetings	29	4/8
*Unit 5: Business & Career Communication • Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols & management	37	6/1

* Includes time for final exams.

** The length of each unit is an approximate number of days dependent upon the materials used and the complexity of the assignment. 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:

District developed resources.