

## CFISD Professional Communications

Scope and Sequence 2022-2023

**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**	
<b>First Semester</b>	75	End Date
<b>1<sup>st</sup> Grading Period (38 Days)</b>	08/22/2022	10/14/2022
Unit 1: Intrapersonal Communication & Speech Foundations <ul style="list-style-type: none"><li>● Introductions, overcoming stage fright &amp; developing confidence, speaker motivation, audience etiquette</li></ul>	10	9/2
Unit 2: Communication Processes <ul style="list-style-type: none"><li>● Communication model, listening (types &amp; barriers), language registers, verbal &amp; nonverbal delivery</li></ul>	14	9/23
Unit 3: Ethics in Communication <ul style="list-style-type: none"><li>● Responsibility, plagiarism, propaganda &amp; persuasive appeals, social media &amp; safety</li></ul>	14	10/14
<b>*2<sup>nd</sup> Grading Period (37 Days)</b>	10/17/2022	12/16/2022
Unit 4: Group Communication & Leadership <ul style="list-style-type: none"><li>● Group roles/dynamics, resolving conflict, leadership styles, effective meetings</li></ul>	14	11/4
*Unit 5: Business & Career Communication <ul style="list-style-type: none"><li>● Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols &amp; management</li></ul>	23	12/16

<b>Second Semester</b>	92	End Date
<b>3<sup>rd</sup> Grading Period (45 Days)</b>	<b>01/03/2023</b>	<b>03/06/2023</b>
Unit 1: Intrapersonal Communication & Speech Foundations <ul style="list-style-type: none"> <li>● Introductions, overcoming stage fright &amp; developing confidence, speaker motivation, audience etiquette</li> </ul>	12	1/20
Unit 2: Communication Processes <ul style="list-style-type: none"> <li>● Communication model, listening (types &amp; barriers), language registers, verbal &amp; nonverbal delivery</li> </ul>	15	2/10
Unit 3: Ethics in Communication <ul style="list-style-type: none"> <li>● Responsibility, plagiarism, propaganda &amp; persuasive appeals, social media &amp; safety</li> </ul>	18	3/10
<b>*4<sup>th</sup> Grading Period (47 Days)</b>	<b>03/20/2023</b>	<b>05/25/2023</b>
Unit 4: Group Communication & Leadership <ul style="list-style-type: none"> <li>● Group roles/dynamics, resolving conflict, leadership styles, effective meetings</li> </ul>	18	4/14
*Unit 5: Business & Career Communication <ul style="list-style-type: none"> <li>● Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols &amp; management</li> </ul>	29	5/25

\* 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.