

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**	
First Semester	74	End Date
1st Grading Period (37 Days)	08/28/2023	10/20/2023
Unit 1: Intrapersonal Communication & Speech Foundations <ul style="list-style-type: none"> ● Introductions, overcoming stage fright & developing confidence, speaker motivation, audience etiquette 	9	9/8
Unit 2: Communication Processes <ul style="list-style-type: none"> ● Communication model, listening (types & barriers), language registers, verbal & nonverbal delivery 	19	10/06
Unit 3: Ethics in Communication <ul style="list-style-type: none"> ● Responsibility, plagiarism, propaganda & persuasive appeals, social media & safety 	9	10/20
*2nd Grading Period (37 Days)	10/17/2022	12/16/2022
Unit 4: Group Communication & Leadership <ul style="list-style-type: none"> ● Group roles/dynamics, resolving conflict, leadership styles, effective meetings 	23	12/1
*Unit 5: Business & Career Communication <ul style="list-style-type: none"> ● Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols & management 	14	12/21

Second Semester	93	End Date
3rd Grading Period (42 Days)	01/08/2024	03/08/2024
Unit 1: Intrapersonal Communication & Speech Foundations <ul style="list-style-type: none"> ● Introductions, overcoming stage fright & developing confidence, speaker motivation, audience etiquette 	14	1/26
Unit 2: Communication Processes <ul style="list-style-type: none"> ● Communication model, listening (types & barriers), language registers, verbal & nonverbal delivery 	18	2/23
Unit 3: Ethics in Communication <ul style="list-style-type: none"> ● Responsibility, plagiarism, propaganda & persuasive appeals, social media & safety 	10	3/10
*4th Grading Period (51 Days)	03/20/2023	05/25/2023
Unit 4: Group Communication & Leadership <ul style="list-style-type: none"> ● Group roles/dynamics, resolving conflict, leadership styles, effective meetings 	23	4/19
*Unit 5: Business & Career Communication <ul style="list-style-type: none"> ● Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols & management 	28	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.