

CMN 279

Introduction to Professional Communication

1. Course Description

This case-based, interactive course introduces students to contemporary strategies of successful communication in professional contexts. Students learn how to analyze audience, situation, and medium to create messages that respond to practical challenges and build productive relationships. Students develop sensitivity to language and tone, learn to organize and convey ideas and information, and select the best means to accomplish their intended purposes. **Lab: 3 hours**

Antirequisites: CMN 124, CMN 201

2. 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 strategically to practical challenges and situations
- To write and speak ethically and effectively in a variety of organizational genres and discourse communities

3. Topics Covered

- 3.1 Professional communication theory and practice
- 3.2 Audience analysis
- 3.3 Visual communication
- 3.4 Routine communication
- 3.5 Persuasive communication
- 3.6 Negative messages
- 3.7 Oral presentations

All topics will be covered, but necessarily in the order listed above.

4. Teaching Method

4.1. Workshops

In this workshop course that combines in-class and online activities students have the opportunity to prepare assignments with the guidance of instructors.

4.2. Graded Assignments

Students will prepare at least four written assignments in traditional and digital genres such as reports, letters, email, and social media messages; deliver one professionally related informative oral presentation; and complete at least one online assignment. At least one of the written assignments will be a timed in-class assignment. Additional in-class work may be assigned. The weighting of each assignment will be announced by the instructor.

5. Course Materials

5.1. Textbook

Meyer, C. (2020). *Communicating for Results: A Canadian Student's Guide*. Fifth Edition. Toronto: OUP Canada. Print ISBN: 9780199036127, 0199036128.

E-book version available here from [VitalSource](#), eText ISBN: 9780199036226, 0199036225

OR

Meyer, C. (2017). *Communicating for Results: A Canadian Student's Guide*. Fourth Edition. Toronto: Oxford University Press. ISBN 9780199023042.

E-book version available here from [RedShelf](#), ISBN 9780199023059.

NB: Vitalsource lists and charges in Canadian dollars and has an app that lets you read the text on mobile. Redshelf lists and charges in US dollars and must be accessed via a web browser.

5.2. Simulation Software

Students must purchase an online simulation package from [Ametros Learning](#). The link to the simulation will appear in D2L shortly before the simulation start date.

5.3. Forms

Printed speech evaluation forms (available in D2L) or the use of an online evaluation tool may be required.

6. Course Policies

6.1. University Policies

Students are required to adhere to all applicable university policies found in their Online course shell in D2L and the [Course Outline Policies](#).

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

Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. It is a tool that helps instructors determine the similarity between student work and the work of other students who have submitted papers to the site (at any university), Internet sources, and a wide range of books, journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an "originality report," which instructors must evaluate to judge whether something is plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of comparing the similarity of such papers. Use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website. **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 their instructor to make alternative arrangements.** 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 the 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. 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](#).