

# CMN 304

## Career Advancement Communication

### 1. Course Description

This course aims to develop the communication skills and strategies necessary to meet the challenges of the current workplace. With particular focus on the job search and career development, course content covers such topics as research and interviewing, persuasive writing and speaking, developing a professional image and making effective communication decisions. **Lab: 3 hours.**

### 2. Course Objectives & Learning Outcomes

- To develop the communication skills and strategies necessary to meet the challenges of the contemporary workplace.
- To develop and maintain both hard copy and electronic portfolios for career development
- To develop the documents and oral communication skills for the job search

### 3. Topics Covered

- 3.1 Identifying transferrable skills
- 3.2 Resume writing
- 3.3 Portfolio building (including e-portfolios)
- 3.4 Secondary and primary research
- 3.5 Networking
- 3.6 Interview strategies
- 3.7 Persuasive writing
- 3.8 Oral communication

All topics will be covered but not necessarily in the order listed above.

## 4. Teaching Method

### 4.1. Workshops

This is a workshop course and assignments may be given at any time. Workshops give students the opportunity to prepare assignments in class with the guidance and supervision of the instructor.

### 4.2. Graded Assignments

In this workshop course, students have the opportunity to prepare assignments in class with the guidance and supervision of the instructor. The weighting of each assignment will be announced by the instructor.

## 5. Course Materials

### 5.1. Textbooks

Meyer, C. (2014). *Communicating for Results: A Canadian Student's Guide*. Third Edition. Toronto: Oxford University Press. ISBN-978-0-19-900131-6.

E-book version available from CourseSmart, ISBN 978-0-19-900132-3.

## 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](mailto: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](#).