



SCHOOL OF PROFESSIONAL COMMUNICATION

**3RD FLOOR, ROGERS COMMUNICATIONS CENTRE
PROCOM.RYERSON.CA**

**CMN 323
INTRODUCTION TO PROFESSIONAL PRACTICE**

1.0 Course Description

This course introduces students to the practice of professional communication within and between organizations. Students will examine the variety of forms that professional communication takes and explore the role of communication professionals in organizations. Focusing on the needs of specific organizations, students will consult with clients, conduct a stakeholder/audience analysis, and produce a formal report and presentation. **Lab: 3 hours.**

Prerequisites: CMN 222 and CMN 314.

Note: This course is available only to Professional Communication students

2.0 Course Outcomes/Learning Objectives

By the end of this course students will be able to:

- Describe the major functions of professional communicators in a range of organizational contexts
- Identify and define communication issues or problems within a specific organizational context
- Plan, implement, and report on a stakeholder/audience analysis that responds to practical challenges and situations
- Develop sensitivity to language and tone, and organize and convey ideas and information textually, visually, and orally

3.0 Topics Covered

- 3.1 The practice of professional communication
- 3.2 Organizational communication and culture
- 3.3 Strategic problem definition
- 3.4 Stakeholder/audience analysis
- 3.5 Research in professional contexts
- 3.6 Report format and style

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

4.0 Teaching Method

The course will involve lecture, discussion and client interaction. Students will engage in class discussions, develop collaborative and leadership skills, participate in a practical strategic communication project, and examine issues related to professional writing.

4.2 Graded Assignments

Students will complete a minimum of three assignments and deliver one oral presentation. Additional in-class work may be assigned. The weighting of each assignment will be announced by the instructor.

5.0 Course Materials

Topicality and flexibility will be achieved by use of journal articles, web texts, and other material. The material will be made available in electronic form.

6.0 Course Policies

6.1 Students must adhere to university policies; see <http://www.ryerson.ca/senate/policies>. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
- Policy #166 Course Management Policy

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 is a plagiarism prevention and detection service. This tool assists instructors in determining the similarity between a student's work and the work of other students who have submitted papers to the site, internet sources, and a wide range of 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 use to judge whether

something is plagiarized.

All assignments in this course may 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 used solely to detect plagiarism in assignments.

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 the instructor to make alternative arrangements. Even if an instructor has not indicated that Turnitin will be used or a student has opted out of using Turnitin, if an instructor suspects that an assignment has been plagiarized, the instructor may submit that work in a non-identifying way to a 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.

7.0 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](#).