



SCHOOL OF PROFESSIONAL COMMUNICATION

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

**CMN 480
RESEARCH METHODS IN PROCOM I**

1.0 Course Description

As part of their careers, graduates in Professional Communication will be asked to conduct research projects in their workplaces. The objective of this capstone course is to provide students with the experience of designing such projects. The course will focus on research design and on data-gathering techniques such as interviewing, document collection, observation, and surveys. Students will develop research projects related to a specific organization or workplace. **Lab: 3 hours.**

Prerequisites: CMN 323

Note: This course is available only to Professional Communication students

2.0 Course Objectives/Learning Outcomes

- To demonstrate the ability to critically analyze organizations
- To conduct research into issues in professional communication
- To demonstrate ethical awareness
- To conduct original research into organizations subject to appropriate ethics approval
- To write a comprehensive report
- To write a proposal for a project to be completed in CMN 490 – Research Methods in ProCom II

3.0 Topics Covered

- 3.1 Current issues in professional communication
- 3.2 Analyzing organizational communication needs
- 3.3 Research methods: surveys, focus groups, interviews
- 3.4 Designing, evaluating, and managing a strategic communication plan
- 3.5 Report and proposal writing

4.0 Teaching Method

4.1 Lectures and workshops

Teaching will be conducted by interactive lectures, case studies, and in-class and online activities.

4.2 Graded assignments

Evaluation will include at least three written and one oral project.

5.0 Course Materials

5.1 Textbook/Readings

Mahoney, James (2016). *Strategic Communication: Campaign Planning*. Second Edition. Oxford University Press. ISBN-13: 9780190303761

Additional material (readings/podcasts/websites) will be assigned and available online.

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](#).