



SCHOOL OF PROFESSIONAL COMMUNICATION

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

**CMN 490
RESEARCH METHODS IN PROCOM II**

1.0 Course Description

In this course, students in groups will conduct and complete their research projects proposed in CMN480. Attention will be devoted to data analysis techniques. The course will build on students' previous course work in terms of theoretical perspectives and identification of issues related to professional communication. The course will conclude with students presenting the results of their research to the School and to their industry partners. **Lab: 3 hrs.**

Prerequisites: CMN 480

Note: This course is available only to Professional Communication students

2.0 Course Objectives/Learning Outcomes

- Plan and create a personal portfolio/suite of products and in a variety of media
- Plan and create mission statements, market strategies, and target client profiles
- Develop promotional material in a professional setting
- Publicly present their capstone project

3.0 Topics Covered

- 3.1 Networking and consulting strategies
- 3.2 Composing client profiles
- 3.3 Writing business research questions
- 3.4 Defining and creating “values-driven” communication products
- 3.5 Reflexivity and ethics in professional communication
- 3.6 Self-promotion and presentation

4.0 Teaching Method

4.1 Graded Assignment

Students will complete at least 3 portfolio assignments, and will develop and present their capstone project. Additional work may also be assigned by the instructor. The weighting of each assignment will be announced by the instructor.

5.0 Course Materials

5.1 Textbook/Readings

Readings may be assigned and provided by the instructor.

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 The Copyright Act (CANCOPY Agreement)

The Copyright Act (CANCOPY Agreement) states that “no copying shall exceed ten percent of a Published Work”; therefore do not photocopy more than ten percent of the above readings.

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](#).