

ENG 315 – Professional Communications

Course Description

This course concentrates on communicating effectively in business and in the professions. A range of business and professional documents are prepared based on the concepts of purpose and audience, and a formal written report is researched and developed. The course focuses on techniques for clearly, concisely, and persuasively communicating information in speaking and in writing. The course emphasizes developing skills in verbal communication and in planning, organizing, and delivering oral presentations.

Instructional Materials

Lehman, C. M., DuFrene, D. D., & Jaffe, C. (2010). *Professional communications: 2010 custom edition* (2nd ed.). Mason, OH: Cengage Learning.

Course Learning Outcomes

1. Assess strengths and weaknesses in the student's own oral communication and in the oral communication of others.
2. Use sentence variety, effective word choice, and correct grammar in oral communication.
3. Develop written pieces to match the characteristics of an audience within a business and / or professional context.
4. Use writing process strategies to develop brief business documents, such as routine messages, bad news messages, and persuasive / sales messages.
5. Analyze verbal and nonverbal techniques that enhance oral communication within a business
6. and / or professional context.
7. Support ideas or claims in body paragraphs with clear details, examples, and explanations.
8. Organize ideas logically by using transitional words, phrases, and sentences.
9. Assess strengths and weaknesses in the student's own writing and in the writing of others.
10. Use correct grammar, punctuation, and mechanics in written communication.
11. Use sentence variety and effective word choice in written communication.
12. Apply writing process strategies to develop formal business reports and / or proposals.
13. Use technology and information resources to research issues related to selected topics.
14. Write clearly and concisely using proper writing mechanics.