



Professional Communication
COM 301
Southwestern College Professional Studies

COURSE SYLLABUS

I. **Course Catalog Description**

Professional Communication prepares students to communicate effectively in business settings by helping them develop superior written and oral communication skills. This course focuses on traditional and web-based forms of communication as seen in business today, including e-mail, letters, memos, reports, proposals, and presentations. Students will learn how to plan, write, and revise communications for a variety of audiences, both in print and online. Their writing will also reflect greater clarity, economy of language, and vigor, and they will learn how to communicate professionally with employees, customers, and hiring managers while maintaining a professional image.

II. **Required and Supplementary Instructional Materials**

Guffey, M.E. and Loewy, D. (2016). *Essentials of business communication* (10th ed.). Cengage Learning. Print ISBN: 9781285858913. This ebook is included in the course fees for this class. No additional book purchase is necessary

III. **Learning Outcomes**

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each [undergraduate](#) and [graduate](#) program of study, as well as [institution-wide outcomes](#) related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:

1. Define communication as a process and explain how it applies to business, professional, and cultural discourse.
2. Identify different kinds of business communication and explain when and why they are used.
3. Demonstrate how proper grammar, punctuation, mechanics, and design contribute to clear writing.
4. Use the writing process to plan, draft, and revise a letter, memo, presentation, or other business communication that is clear, concise, highly readable, and grammatically correct.
5. Demonstrate how to write for different purposes, including positive communications, negative messages, and persuasive arguments.
6. Plan and write business reports and proposals using appropriate language, primary sources, databases, online research, and visual aids, such as graphics and illustrations.
7. Plan, create, and implement written and oral presentations that make appropriate and effective use of audio and video for face-to-face and online deliveries.
8. Describe appropriate workplace behavior, including how to communicate effectively with coworkers and teammates.
9. Generate clear, concise print and online communications used in a job search, such as resumes, cover letters, and follow-up communications.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

IV. Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

V. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussions	3	60	6%
Practical Application	7	350	35%
Quizzes	5	200	20%
Team Project	1	100	10%
Presentation	1	90	9%
Journal Entry	1	50	5%
Final Exam	1	150	15%
Total Points	19	1,000	100%

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> • <i>Essentials of Business Communication</i>: Chapter 1 • Lecture Slides: Chapter 1 • Skills Practice: Chapter 1 	Assignment 1.1: Discussion Assignment 1.2: Practical Application Assignment 1.3: Quiz
2	<ul style="list-style-type: none"> • <i>Essentials of Business Communication</i>: Chapters 2-4, Appendix • Lecture Slides: Chapters 2-4 • Skills Practice: Chapters 2-4 	Assignment 2.1: Practical Application Assignment 2.2: Discussion Assignment 2.3: Quiz
3	<ul style="list-style-type: none"> • <i>Essentials of Business Communication</i>: Chapters 5-8 • Lecture Slides: Chapters 5-8 • Skills Practice: Chapters 5-8 • Writing Workshop: Informational E-mail • Writing Workshop: Adjustment Letter • Writing Workshop: Persuasive Message 	Assignment 3.1: Practical Application Assignment 3.2: Practical Application Assignment 3.3: Practical Application Assignment 3.4: Quiz
4	<ul style="list-style-type: none"> • <i>Essentials of Business Communication</i>: Chapters 9-10 • Lecture Slides: Chapters 9-10 • Skills Practice: Chapters 9-10 • Writing Workshop: Informal Report • Writing Workshop: Proposals and Formal Reports 	Assignment 4.1: Practical Application Assignment 4.2: Team Project Assignment 4.3: Quiz
5	<ul style="list-style-type: none"> • <i>Essentials of Business Communication</i>: Chapters 11-12 • Lecture Slides: Chapters 11-12 • Skills Practice: Chapters 11-12 • Writing Workshop: Preparing a Meeting Agenda 	Assignment 5.1: Presentation Assignment 5.2: Discussion Assignment 5.3: Quiz

Unit	Reading & Preparation Activities	Graded Work Due
6	<ul style="list-style-type: none"> • <i>Essentials of Business Communication:</i> Chapters 13-14 • Lecture Slides: Chapters 13-14 • Skills Practice: Chapters 13-14 • Writing Workshop: Résumés 	Assignment 6.1: Practical Application Assignment 6.2: Journal Assignment 6.3: Final Exam

VII. [Other Policies and Requirements](#)

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.