



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School: Academic Studies

Program: Comm

Course Outline

COMM 1100 **Communication for** **Marketing Management**

Start Date: September, 2000

End Date: December, 2000

Course Credits: 3

Total Hours: 42

Total Weeks: 14

Hours/Week: 3

Lecture: 1

Lab: 2

Prerequisites

Comm 1100 is a prerequisite for:

Comm 2200 Communication for Marketing
Management

Course Calendar Description

Designed to give students basic listening, writing and speaking skills that will allow them to prepare written and oral reports for BCIT courses and to proceed to more advanced courses.

Course Goals

Our mission in this course is to provide you with world-class, job-ready communication skills for academic and career success.

Evaluation

Oral Assignments	20%
Mid-Terms	45%
Final Exam	30%
Participation	5%

Participation marks will be based on your average earned mark except in exceptional circumstances.

TOTAL	100%
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Course Learning Outcomes/Competencies

The following outcomes were formulated in consultation with employers and graduates. Upon successful completion of Comm 1100 you will be able to:

1. describe the communication skills needed for a career in Marketing Management
 2. use a systematic process to decide what and how to communicate in writing and speaking
 3. make information easily accessible to your readers/listeners
 4. use language correctly, simply and effectively
 5. write effective memos and short reports
 6. prepare and deliver effective oral presentations
 7. use appropriate tone in communication
 8. prepare and use visual aids in written and oral reports.
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Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.



Program Head/Chief Instructor

Sept. 5 2000

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: SCAD

Program: Comm

COMM 1100
Communication for Marketing
Management

Instructor(s)

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Learning Resources

Recommended:

1. You should have a standard dictionary; if your spelling is weak, you should get a spelling (sometimes called a "syllabification") dictionary.
 2. You will receive brief notes in each lecture. If you wish additional reference material, you should get a recent business communication textbook. We recommend *Guffy, Rhodes and Rogin: Business Communication: Process and Product* (available in the bookstore).
 3. If you are unsure of your ability to use English language correctly, you should get a college-level handbook of English grammar and usage.
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BCIT Policy Information for Students

BCIT policy stipulates that students missing more than 10 % of classes may result in your being barred from writing the final exam. In this course, 10% absence is three or more labs.

In addition, you are expected to attend all labs there your fellow students are giving presentations. You'll lose three marks for each of these labs you miss without a valid reason. For most sets these marked labs will be in weeks 3, 4, 5 and 6.

Assignment Details

All assignments this term will be completed in labs or exam periods. If you miss a class, you will be responsible for finding out what you missed, and if necessary, arranging to make up any work you missed.

If you know you will miss a class ahead of time, let your lab instructor know so you will be assured of arranging a suitable time to make up the assignment.

All assignments must meet basic business standards of appearance and correctness. Marks will be deducted for grammatical and usage errors and unprofessional appearance or tone. According to the American Association of Management, North American businesses spend billions of dollars each year just to assure their communication is correct and professional; obviously your employers will think it's important, so we do too.



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COMM 1100
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Week of/ Number	LECTURE TOPIC	LAB ACTIVITY	ASSIGNMENT/ (Marks value)
1. Sep 5		Introduction	
2. Sep 11	<ul style="list-style-type: none"> Purpose of business communication Giving an effective oral presentation 	<ul style="list-style-type: none"> Sign up for presentation Prepare presentation 	
3. Sep 18	<ul style="list-style-type: none"> Preparing and using visual aids 	<ul style="list-style-type: none"> Practice Oral presentation 	Oral Presentation (0 marks)
4. Sep 25	<ul style="list-style-type: none"> Giving a demonstration oral Using props as visual aids 	<ul style="list-style-type: none"> Practice oral presentation (cont.) 	
5. Oct 2	<ul style="list-style-type: none"> Focus in business communication Organizing a business message 	<ul style="list-style-type: none"> Oral presentation 	Oral presentation (20 marks)
6. Oct 9	<ul style="list-style-type: none"> Thanksgiving, no lecture 	<ul style="list-style-type: none"> Oral presentation (cont.) (Mon labs next week) 	
7. Oct 16	<ul style="list-style-type: none"> Writing a one-page short report Using reader windows 	<ul style="list-style-type: none"> Practice mid-term 	Practice assignment (0 marks)
8. Oct 23	<ul style="list-style-type: none"> Review for mid-term #1 	<ul style="list-style-type: none"> Mid-term #1: one-page report 	Mid-term #1 (20 marks)
9. Oct 30	<ul style="list-style-type: none"> Writing a multi-page short report Using conventional report parts 	<ul style="list-style-type: none"> Short report exercises 	
10. Nov 6	<ul style="list-style-type: none"> Review for mid-term #2 	<ul style="list-style-type: none"> Practice mid-term 	Practice assignment (0 marks)
11. Nov 13	<ul style="list-style-type: none"> Holiday, no lecture 	<ul style="list-style-type: none"> Mid-term #2: short report (Mon labs next week) 	Mid-term #2 (25 marks)
12. Nov 20	<ul style="list-style-type: none"> Using visuals in written reports 	<ul style="list-style-type: none"> Visuals exercises 	Exercises
13. Nov 27	<ul style="list-style-type: none"> Review for final exam 	<ul style="list-style-type: none"> Practice for final exam 	Practice exercises
14. Dec 4	<ul style="list-style-type: none"> Exam Week. Good Luck 	<ul style="list-style-type: none"> Final Exam 	Final exam (30 marks)