

COURSE OUTLINE		
<b>TERM:</b> Fall 2023	<b>COURSE NO:</b> CMNS 354	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE:</b> Advanced Tourism Communication	
<b>OFFICE:</b> <b>LOCAL:</b> <b>E-MAIL:</b> @capilanou.ca	<b>SECTION NO(S):</b>	<b>CREDITS:</b> 3
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Lilwat7úl (Lil'wat), xʷmə ꞑ̓kʷəyəm (Musqueam), shíshálh (Sechelt), Sḵwxwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tseil-Waututh) people on whose territories our campuses are located.

#### **COURSE FORMAT**

Three hours of class time, plus an additional hour delivered through online or other activities for a 15-week semester, which includes two weeks for final exams. Course includes an in-class Work-Integrated Learning component in the production of a media kit and presentation for a client in the tourism sector.

#### **COURSE PREREQUISITES**

60 credits of 100-level or higher coursework including ENGL 100 and CMNS 154.

#### **CALENDAR DESCRIPTION**

CMNS 354 develops advanced skills in written and verbal communications for the tourism sector workplace including proposal and report writing, group presentation skills, strategic communication plans, and the production of a media kit to support a new tourism product, service, or event.

#### **COURSE NOTE**

This course is restricted to Bachelor of Tourism Management Program students.

#### **REQUIRED TEXTS AND/OR RESOURCES**

No required text. Readings and other materials supplied in class or on eLearn.

#### **COURSE STUDENT LEARNING OUTCOMES**

On successful completion of this course, students will be able to do the following:

1. write correct, effective tourism-related proposals, reports, and media kit documents;
2. make effective oral presentations with the use of visuals;
3. enhance their ability to read their own written work critically and edit it to a standard appropriate for a professional workplace;

4. prepare a media kit and group presentation highlighting the benefits and features of a new tourism product, service, or event, applying both informative and persuasive writing techniques;
5. Explain and apply concepts of professional communication, including key messages, to the needs of a real-world client in the tourism sector.

## COURSE CONTENT

DATE	
Week 1	Introduction to strategic communications, the difference between internal and external communication, and the role of professional communicators in a tourism setting. Grammar and editing exercises. How to write concisely but descriptively about a tourism destination.
Week 2	Culturally appropriate communication practices when working with Indigenous peoples. Technical writing basics. Grammar and editing exercises.
Week 3	The difference between image, identity and reputation. How tourism-sector organizations successfully manage their image and identity through internal and external communication activities. In-class reputational management exercise.
Week 4	Review of persuasive writing techniques (Logos, Ethos, and Pathos) and the importance of knowing your audience. In-class persuasive memo exercise. Grammar and editing exercises.
Week 5	Introduction of Work-Integrated Learning group project. Discussion of Media Kit components: how to write an effective media release and fact sheet. Grammar and editing exercises.
Week 6	Media Kit components: how to plan, write and design a sales and marketing letter. Introduction to media relations and making effective pitches to media outlets and influencers.
Week 7	Media Kit components: how to plan, write and design brochures, print ads, and other promotional materials. How to craft key messages and communication goals, including advertising messages for consumers.
Week 8	Introduction of final assignment, the Analytical Report: how to research, write and format an analytical report on a current tourism trend, to be written for an existing tourism operator. Discussion of current trends in tourism, hospitality, and outdoor recreation to help students find/focus report topics.
Week 9	Incremental work on Analytical Report: review of executive summaries, methodology, and findings versus conclusions and recommendations. Update on APA Style citing and referencing, including citing Elders and Knowledge-keepers.
Week 10	Writing for social media: professional practice and examples. In-class exercise on how to target and engage audiences through owned, paid and earned online media. Final Media Kit component: building effective audio-visual presentations using slides, videos, music, webpages or other digital communication.

DATE	
Week 11	Group oral presentations and how to make them engaging and interactive: how to represent your organization at a press conference or media event.
Week 12	Ethical communication. Incremental work on group project.
Week 13	Final class. Presentation of communication strategy and Media Kit to Work-Integrated Learning clients today. All presentations to include an audio-visual component such as a slide show, video, social media postings, and/or a website home page.
Weeks 14 & 15	Exam period. No final exam in CMNS 354.

**EVALUATION PROFILE:**

First Draft Travel Writing Sample	5%
Revised Travel Writing Sample	10%
Proposal for a New Tourism Business	25%
Analytical Report on a Current Tourism Trend	25%
Team Project Media Kit (written components)	25%
Team Project Group Oral Presentation	<u>10%</u>
Total	100%

**GRADING PROFILE**

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

**Incomplete Grades**

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

**Late Assignments**

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

**Missed Exams/Quizzes/Labs etc.**

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor. Accommodations can be made to honour community needs and traditional practices.

**Attendance**

Students are expected to attend all classes and associated activities.

**English Usage**

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

**Electronic Devices**

Students may use electronic devices during class for note-taking only. Exceptions will be made for students with a documented disability and/or supported by the Accessibility Services.

**On-line Communication**

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

**UNIVERSITY OPERATIONAL DETAILS****Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

**Capilano University Security: download the [CapU Mobile Safety App](#)**

**Policy Statement (S2009-06)**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

**Academic Integrity (S2017-05)**

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;

- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence

and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarize themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.