



CAPILANO UNIVERSITY

| COURSE OUTLINE | | |
|---|--|---------------------|
| TERM: Fall 2023 | COURSE NO: CMNS 154 | |
| INSTRUCTOR: | COURSE TITLE: Communication in Outdoor Recreation and Tourism | |
| OFFICE: LOCAL: E-MAIL: | SECTION NO(S): | CREDITS: 3.0 |
| OFFICE HOURS: | | |

Capilano University acknowledges with respect the Lilwat7úl (Lil'wat), xʷmə Ꞁkʷəyəm (Musqueam), shíshálh (Sechelt), Skwxwú7mesh (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 on-line or other activities for a 15-week semester, which includes two weeks for final exams. May be delivered online or in mixed mode.

COURSE PREREQUISITES

None

CALENDAR DESCRIPTION

This writing course for Outdoor Recreation and Tourism Management students focuses on reports, memoranda, correspondence, media releases, and oral presentations for the industry setting.

REQUIRED TEXTS, RESOURCES, AND TECHNOLOGY

Text/Readings:

Recommended online resources will be available through the course eLearn.

COURSE STUDENT LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Write correct and effective professional correspondence including memorandums, emails, letters, career documents and media releases;
- Learn and practice basic presentation skills;
- Co-ordinate effective interviews with an industry contact;
- Demonstrate command of English basics such as the ability to edit text for proper grammar, clarity, concision, and organization;
- Create an effective proposal;
- deliver effective and organized oral presentations to the class;
- Conceive, create and present an articulate industry report.

COURSE CONTENT

| Topic | Number of weeks |
|---|------------------------|
| <i>Grammar, syntax, punctuation, editing</i> | 2 |
| <i>Quizzes</i> | 1 |
| <i>Communication process theory</i> | 1 |
| <i>Writing correspondence, persuasiveness and good will</i> | 1 |
| <i>Proposals</i> | 2 |
| <i>Reports</i> | 2 |
| <i>Interviews</i> | 1 |
| <i>Oral Presentations</i> | 1 |
| <i>Career portfolios</i> | 2 |

Weeks 14 & 15 Final Exam Period (no final exam in this course)

| TOPICS |
|--|
| Introduction to formal, professional writing |
| Communication process, theoretical communication, culture and ideas |
| Mechanics of writing, grammar, tone, style, active writing |
| Informative writing: audience, purpose, tone, clarity, and concision |
| Persuasive Writing: Ethos, Pathos, Logos |
| Presentations |
| Career preparation and writing |
| Writing for employment |
| Interviewing industry contacts, preparation and organization |
| Reports and findings |
| Informal proposals |
| References and formatting |
| Media releases, persuasive elements |

EVALUATION PROFILE:

| Assessment | % of Final Grade |
|----------------------------------|------------------|
| Written work; correspondence | 20-30% |
| Media release and proposals | 20-30% |
| Group projects and presentations | 20-30% |
| Quizzes | 10-15% |
| Participation & Professionalism | 0-10% |
| Total | 100% |

Participation & Professionalism grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions, listening attentively during lectures and when other students are speaking, and participating in all activities.

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 on the dates listed on the course syllabus. If you anticipate handing in an assignment late, please consult with your instructor.

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.

Attendance

Students are expected to attend all classes and associated activities. However, if you are ill or caring for someone who is ill and/or need to self-isolate, please contact the instructor.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Marks will be deducted for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note taking only.

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 familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.