COURSE OUTLINE		
TERM: Fall 2026	**COURSE NO:** CMNS 498	
INSTRUCTOR:	**COURSE TITLE:** Communication Practicum	
OFFICE: **LOCAL:** **E-MAIL:** @capilanou.ca	**SECTION NO(S):**	**CREDITS:** 6.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Sḵwx̱wú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səlilwətaɬ (Tsleil-Waututh), shíshálh (Sechelt), Sḵwx̱wú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

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. Students are required to attend classes and seminars during the 15-week on-campus portion of the course, as well as a scheduled meeting with the practicum instructor for the purpose of reviewing their cover letter, resume and writing samples. CMNS 498 also requires students to complete 240 hours of off-campus work at a placement with an organization where they can apply their communication skills. May be delivered in an online or mixed-mode format.

The student, in consultation with the instructor or Chair, is responsible for obtaining his or her own practicum.

COURSE PREREQUISITES

60 credits of 100-level or higher coursework and CMNS 360

CALENDAR DESCRIPTION

Under the supervision of an instructor, students engage in a work placement in some area of professional communication practice. Students will keep an ongoing journal of their work experience, produce two brief mid-term site reports, and present a final report linking their work experience to their program-based learning. CMNS 498 requires students to complete 240 hours of off-campus work at a placement with an organization where they can apply their communication skills in addition to three hours of class time, plus an hour delivered through on-line or other activities for a 15-week semester.

COURSE NOTE

CMNS 498 is an approved Capstone course for Cap Core requirements.

CMNS 498 is an approved Experiential course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

Specific texts, resources and technology may vary depending on the term and instructor. The course may make use of an assigned textbook, instructor-prepared courseware or readings made available as Open Educational Resources (OER).

COURSE STUDENT LEARNING OUTCOMES

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

1. Assemble an employment package that includes:
    a) a cover letter
    b) an effective resume
    c) digital media profile
    d) a social media writing sample

2. Review effective job interviewing techniques:
    a) summarizing previous employment background
    b) connecting course-based assignments to real-world professional tasks
    c) summarizing Capilano University's communication courses and their relevance
    d) asking questions to demonstrate interest concerning job duties and responsibilities
    e) referring to practicum details/duties and relevance to graduation requirements

3. Research, analyze, write and present a case study, with recommendations, on an organization's communication strategies.

4. Work with other employees in the organization's communications department or similar job environment as an individual contributor or part of a team. Entry-level tasks may include but are not limited to: writing and research, internal and external communications, media and public relations, event planning, project management, social media content writing and management, strategic communication, and advocacy.

Students who complete this Experiential course will be able to do the following:

- Critically reflect on their progress and development in the context of the course and assess the utility of the acquired knowledge, skills, and values in the learner's personal, academic, or professional trajectory.
- Apply the skills and knowledge of a given discipline or professional context, including working collaboratively in both leadership and team roles.

Students who complete this Capstone course will be able to do the following:

- Identify a topic of inquiry or practice.
- Gather and organize relevant research materials.
- Evaluate, synthesize, and apply research findings.
- Share findings or results in a means appropriate to a field of study

COURSE CONTENT

Week	Content
1	Introduction
2	Resume and Cover Letter Writing
3	Digital media presence
4	Networking
5	Interviewing
6	Career panel
7	Individual student/instructor meetings
8	Digital communication strategies
9	Content marketing
10	Media relations; releases and pitch letters
11	Case Study Research
12	Student panel
13	Case Study Presentations
14 & 15	Final exam period- no final exam

EVALUATION PROFILE

Assignments	Description of Assignment	% of Final Grade
ASSIGNMENT #1: Resume	A professionally formatted 1- to 2-page resume appropriate for an application to a practicum placement.	10%
ASSIGNMENT #2: Reflective Journal Entries	Based on assigned, in-class readings, each 450-word entry will address an aspect of the practicum experience, including identifying career goals and dealing with imposter syndrome.	5%
ASSIGNMENT #3: Digital Profile	Create a new digital profile (Linkedin), or edit an existing profile, to meet professional standards for communications work, including appropriate personal and background photos; a clear URL; a strong headline; and a comprehensive, engaging summary.	5%
ASSIGNMENT #4: Cover Letter	A 1-page cover letter for either an entry-level communications position, highlighting your skills and reflecting the needs of the organization.	5%
ASSIGNMENT #5: Case Study Report	A 4- to 5-page single-spaced report analyzing the communications strategy for an organization, with specific recommendations for what the organization should do to improve its strategic communications, including a social media plan.	20%
ASSIGNMENT #6:	Based on assigned, in-class readings, each 450-word	5%

Reflective Journal Entries	entry will address an aspect of the practicum experience, including identifying career goals and dealing with imposter syndrome.	
ASSIGNMENT #7: Social Media Assignment	Put the best practices you've learned in class into action! Create sample Tweets, Instagram and Facebook posts and sample social media calendar for an organization.	5%
ASSIGNMENT #8 AND #9: Interim Practicum Progress Reports	Two 500-word reports detailing the tasks undertaken at the practicum, challenges met, existing skills used, and new skills learned. For students working independently or at multiple placements, reports must be submitted with a separate logbook detailing number of hours completed to date, where and when.	20%
ASSIGNMENT #10: Final Practicum Report	A final 1,500-word report on your practicum experience: what did you learn, how were you able to apply skills learned in the School of Communication to your work placement, in what ways were you prepared/unprepared to accomplish the tasks given to you during your practicum, and what advice would you give future interns at this placement?	20%
Professionalism & Participation	This includes engaging in thoughtful and collegial discussions in class, arriving on time, refraining from using electronic devices unless instructed to do so, and submitting assignments on time in APA format. Students with Exceptional circumstances or documentation from Accessibility Services will be accommodated accordingly.	5%
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.

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 Policy and B.401.1 Sexual Violence 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.