

# MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

## COURSE OUTLINE

DEPT. FBMA

COURSE NUMBER: 2131

NUMBER OF CREDITS: 2

Lecture: 2 Lab: 0 OJT 0

### Course Title:

Directed Study - Communications

### Catalog Description:

Directed Study - Communications teaches the student to further acquire and develop a higher level of communication skills. Students will review and evaluate various communication methods and techniques in dealing with and relating to individuals in both the public and private sector. Students will use this information in formulating an effective communication method and style.

### Prerequisites or Necessary Entry Skills/Knowledge:

### FULFILLS MN TRANSFER CURRICULUM AREA(S) (*Leave blank if not applicable*)

- ☐ Goal 1: Communication: By meeting the following competencies:
- ☐ Goal 2: Critical Thinking: By meeting the following competencies:
- ☐ Goal 3: Natural Sciences: By meeting the following competencies:
- ☐ Goal 4: Mathematics/Logical Reasoning: By meeting the following competencies:
- ☐ Goal 5: History and the Social and Behavioral Sciences: By meeting the following competencies:
- ☐ Goal 6: The Humanities and Fine Arts: By meeting the following competencies:
- ☐ Goal 7: Human Diversity: By meeting the following competencies:
- ☐ Goal 8: Global Perspective: By meeting the following competencies:
- ☐ Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
- ☐ Goal 10: People and the Environment: By meeting the following competencies:

### Topics to be Covered (General)

1. Explore and develop means of focusing upon crisis communication techniques
  - a. Apply communication tools and techniques developed in the diploma programs
  - b. Develop improved written and oral presentations skills
  - c. Define and apply methods & mechanisms of communications
2. Explore and develop public and community relation methods
  - a. Define methods of consumer education techniques
  - b. Interpret advantages/ disadvantages of various communication methods

<b>Student Learning Outcomes</b>
Communicate appropriately and effectively within various organizational contexts
Adjust communication behavior effectively
Demonstrate appropriate and effective conflict management strategies
Demonstrate the ability to research, analyze and reason from evidence to reach an effective conclusion or outcome
Communicate appropriately and effectively within groups
Demonstrate the ability to analyze a problem and devise a solution in a group

<b>Is this course part of a transfer pathway: Yes   <input type="checkbox"/>   No   <input checked="" type="checkbox"/></b>
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