Faculty members are required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Academic Affairs and Standards Council.

DEPT. FBMA  COURSE NUMBER: 2131

NUMBER OF CREDITS: 2
Lecture: 0 Lab: 0 OJT 0

Course Title:
Directed Study - Communications

Catalog Description:
Directed study – communications will assist the student in further acquiring & developing 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 & private sector. Students will use this information in formulating an effective communication method and style. Additional course content may include student initiated or group activities.

Prerequisites or Necessary Entry Skills/Knowledge:
None

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)
- Crisis communication techniques
- Methods of consumer education techniques
- Public and community relation methods
- Advantages and disadvantages of various communication methods
- Methods and mechanisms of communication
- Administrative skills
- Team/project management skills
- Communication tools and techniques

### Student Learning Outcomes
1. Interpret advantages/disadvantages of various communication methods
2. Develop administrative skills

Is this course part of a transfer pathway: Yes ☐ No ☒
*If yes, please list the competencies below*

Revised Date: