



# CHAMPLAIN COLLEGE

*Continuing Professional Studies*

## **Workplace Communications Professional Certificate** *Available Summer 2008*

Employers need employees that possess outstanding verbal and written communication skills. These skills are required at all levels in an organization, from functional managers to supervisors and team leaders. In response to this need, Champlain College has clustered its communications courses into a Professional Certificate that meets the needs of working professionals in today's workplace. Students can take individual courses or complete a 16 credit Professional Certificate by taking a grouping of courses.

### **Choose from the following courses (minimum 16 credits):**

*(Some pre-requisites may apply)*

**COM 130 - Interpersonal Communication (3 credits)**

**COM 110 - Public Speaking (3 credits)**

**COM 270 - Intercultural Communication (3 credits)**

**MKT 200 - Customer Relationship Management & Sales (3 credits)**

**CAP 100 series - Computer Applications (3 courses available at 1 credit each)**

**COM 340 - Organizational Communication (3 credits)**

**COM 360 - Social Interaction in the Digital Age (3 credits) – *available in Fall 08***

**ENG 410 - Writing in the Workplace (3 credits)**

### **Course Descriptions:**

#### **COM 130 - Interpersonal Communication (3 credits)**

Students will study the basic concepts and theories of communication, and learn to apply this knowledge to improve their relationships with others through everyday communication. Specifically, students will learn how to interpret people's verbal and nonverbal behavior more accurately, and to be more aware of how others interpret communicative behavior. They will learn how to listen actively with empathy, and how to interact effectively and appropriately with others from different social and cultural backgrounds. Students will also explore how to use communication as a tool to develop their relationships and self-concepts, and how to manage conflict using specific communicative strategies.

#### **COM 110 - Public Speaking (3 credits)**

Students will learn to prepare and deliver informative and persuasive speeches, with an emphasis on researching topics, determining purposes and goals, and organizing content. They will also learn to construct well reasoned persuasive arguments, and how to improve aspects of delivery such as controlling nervousness and developing use of vocal variety.

**COM 270 - Intercultural Communication (3 credits)**

This course builds on COM 130, but with an emphasis on how to develop skills for communicating competently in an increasingly diverse society. Students will explore how culture is communicated verbally and non-verbally, and how to interpret and understand culturally-specific communicative practices. They will also learn how to establish, develop and manage relationships with culturally different peoples, and how to recognize and overcome cultural stereotypes and prejudices.

**MKT 200 - Customer Relationship Management & Sales (3 credits)**

Examines the field of selling, builds confidence and prepares students for selling activities. Customer relationship management theory and techniques will be explored and incorporated into understanding how to best reach a customer and retain them. Students will acquire the techniques and develop the skills required by successful salespersons. Students work in teams and individually to prepare and deliver sales presentations. This course will use WebCT, Champlain's online learning management system.

**CAP 100 series - Computer Applications (1 credit – choose one)**

Powerpoint, Spreadsheets, Word Processing, Data Management

**COM 340 - Organizational Communication (3 credits)**

Students will apply communication theory and research to address the particular challenges to communicating effectively in organizations. Students will learn how to identify organizational communication problems, analyze those problems, and generate effective solutions. Students will examine the relationship between organizational structure and specific communicative practices, and how communication practices by organizational members establish, maintain, or change organizational culture. They will also learn how to anticipate communication deficiencies in organizations, and use communication as a means to facilitate organizational development and innovation.

**COM 360 – Social Interaction in the Digital Age (3 credits)**

The nature of communication is changing rapidly due to the increasing availability of and reliance on various computer media. Computer-mediated communication is particularly vulnerable to human communication problems (i.e. poor impression management, emotions/humor conveyed in an unclear way, inappropriate use of language for the communication environment, etc.) because there is no human face (typically) confronting the sender, and these challenges are amplified by the numerous options available even within a specific channel (i.e. Reply All, forwarding, bcc, etc.) CMC has amazing potential to enhance/facilitate productivity, management, relationships and online communities, but students need to understand why this is the case and how this can work. Finally, because the current exponential explosion of online communication impacts our lives in such profound ways, this class will allow for an examination of ethical issues around privacy, identity, and anti-social behavior that are specific to online communication.

**ENG 315 - Writing in the Workplace (3 credits)**

Specific application of common tools for writing in the working world. Students will be instructed in rhetorical strategies of professional writing including style, report formats, editing, document design, and integration of visual aids. Students will complete a semester-long writing project; oral and written reports associated with the process of problem-solving within the project will be included.