

Professional Communication

At-A-Glance - Lamar CISD

Professional Standards/Employability Skills/Technical Skills			
Ongoing Skills Imbedded All Year	Professional Standards/Employability Skills PC 1(A) The student will explore opportunities in training, education, and certifications for employment. PC 1(B) The student will demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. PC 1(C) The student will demonstrate skills related to seeking and applying for employment. PC 1(D) The student will create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples. PC 1(E) The student will demonstrate skills in evaluating and comparing employment opportunities. Communication PC 2(F) The student will research topics for the preparation of oral and written communications. PC 3(C) The student will interpret and communicate information, data, and observations.		
	Grading Period	Unit Name	Estimated Time Frame
Grading Period 1 28 Days or Period 4 33 Days	Introduction	3 Days	7.A, 7.B, 11.F, 1.A, 1.B, 1.C, 1.D, 1.E, 2.F, 3.C
	PC 7(A) The student will implement personal and classroom safety rules and regulations. PC 7(B) The student will follow emergency procedures as needed. PC 11(F) The student will use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette. Professional Standards/Employability Skills PC 1(A) The student will explore opportunities in training, education, and certifications for employment. PC 1(B) The student will demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. PC 1(C) The student will demonstrate skills related to seeking and applying for employment. PC 1(D) The student will create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples. PC 1(E) The student will demonstrate skills in evaluating and comparing employment opportunities. Communication PC 2(F) The student will research topics for the preparation of oral and written communications. PC 3(C) The student will interpret and communicate information, data, and observations.		
	Technology	6 Days	5.A, 5.B, 10.A, 10.B, 11.H, 11.I, 11.J, 11.K, 11.L, 11.M, 11.N, 11.O, 11.P, 11.Q, 11.R, 11.S, 11.T, 11.U, 11.V, 11.W
Technology PC 5(A) The student will use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production. PC 5(B) The student will use processes such as personal information management, file management, and file sharing. Technical Skills PC 10(A) The student will employ planning and time-management skills to relate to professional communications. PC 10(B) The student will use technology to enhance productivity. PC 11(H) The student will identify and use appropriate strategies for communicating with a variety of audiences. PC 11(I) The student will identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups. PC 11(J) The student will communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups. PC 11(K) The student will research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility. PC 11(L) The student will develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources.			

	<p>PC 11(M) The student will conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.</p> <p>PC 11(N) The student will use appropriate techniques to manage communication apprehension and build self-confidence.</p> <p>PC 11(O) The student will evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.</p> <p>PC 11(P) The student will participate in an informative or persuasive group discussion.</p> <p>PC 11(Q) The student will use a variety of strategies to acquire information from electronic resources.</p> <p>PC 11(R) The student will acquire electronic information in a variety of formats.</p> <p>PC 11(S) The student will use research skills and electronic communications</p> <p>PC 11(T) The student will format digital information for appropriate and effective communication in a product by defining the purpose, identifying the intended audience, and using the principles of page design such as leading, kerning, automatic text flow into linked columns, widows, orphans, and text wrap.</p> <p>PC 11(U) The student will apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity.</p> <p>PC 11(V) The student will develop and reference technical documentation.</p> <p>PC 11(W) The student will deliver digital products in a variety of appropriate media.</p>		
	Registers of Language	5 Days	3.A
	PC 3(A) The student will adapt language for audience, purpose, situation, and intent.		
	Communication Model	5 Days	2.A
	PC 2(A) The student will demonstrate use of content, technical concepts, and vocabulary.		
	Intrapersonal Communications	7 Days	11.E, 4.A, 4.B, 11.B, 11.C, 2.E, 3.B, 3.D, 3.E
	<p>Intrapersonal Communication</p> <p>PC 11(E) The student will demonstrate knowledge of various communication processes in professional contexts including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations.</p> <p>Problem-Solving Methods</p> <p>PC 4(A) The student will employ critical-thinking skills independently and in groups.</p> <p>PC 4(B) The student will employ interpersonal skills in groups to solve problems.</p> <p>PC 11(B) The student will demonstrate knowledge of communication processes, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance.</p> <p>PC 11(C) The student will demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathic.</p> <p>PC 2(E) The student will evaluate oral and written information.</p> <p>PC 3(B) The student will organize oral and written information.</p> <p>PC 3(D) The student will deliver formal and informal presentations.</p> <p>PC 3(E) The student will apply active listening skills.</p>		
	Interpersonal Communication & Speech Evaluation	5 Days	3.G, 3.H
	<p>PC 3(G) The student will listen to and speak with diverse individuals.</p> <p>PC 3(H) The student will exhibit public relations skills.</p>		
	Six weeks Review & Test	2 Days	
Grading Period 2 25 Days or Period 5 34 Days	Verbal Communications	3 Days	1.F, 3.C, 11.M
	<p>PC 1(F) The student will research topics for the preparation of oral and written communications.</p> <p>PC 3(C) The student will interpret and communicate information, data, and observations.</p> <p>PC 11(M) The student will conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.</p>		
	Non-Verbal Communications	7 Days	11.B, 11.M
	<p>PC 11(B) The student will demonstrate knowledge of communication processes, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance.</p> <p>PC 11(M) The student will conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.</p>		

	Group PowerPoint/Notes	4 Days	11.L
	PC 11(L) The student will develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources.		
	Group Project – Design/PowerPoint	8 Days	2.F, 3.F, 4.A, 4.B, 6.B, 10.A
	PC 2(F) The student will research topics for the preparation of oral and written communications. PC 3(F) The student will develop and interpret tables, charts, and figures. PC 4(A) The student will employ critical-thinking skills independently and in groups. PC 4(B) The student will employ interpersonal skills in groups to solve problems. PC 6(B) The student will analyze and summarize the history and evolution of the various related fields of study. PC 10(A) The student will employ planning and time-management skills to relate to professional communications.		
	Group Evaluation	1 Day	8.A, 8.B
	PC 8(A) The student will identify leadership characteristics. PC 8(B) The student will participate in student leadership and professional development activities.		
	Group Project – Brochure/Flyer	9 Days	3.F, 10.A
	PC 3(F) The student will develop and interpret tables, charts, and figures. PC 10(A) The student will employ planning and time-management skills to relate to professional communications.		
	Six weeks Review & Test	2 Days	
	Grading Period 3 25 Days or Period 6 28 Days	Career Research	5 Days
PC 3(F) The student will develop and interpret tables, charts, and figures. PC 6(C) The student will analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole. PC 11(A) The student will develop an understanding of the evolution arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects.			
Career Brochure		5 Days	2.B, 2.D
PC 2(B) The student will use correct grammar, punctuation, and terminology to write and edit documents. PC 2(D) The student will compose and edit copy for a variety of written documents.			
Resume, Cover & Application		5 Days	2.B, 2.D
PC 2(B) The student will use correct grammar, punctuation, and terminology to write and edit documents. PC 2(D) The student will compose and edit copy for a variety of written documents.			
Interviews		5 Days	6.A, 11.G
PC 6(A) The student will describe the nature and types of businesses. PC 11(G) The student will demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews.			
Ethical Decisions		5 Days	9.A, 9.B, 9.C, 9.D, 11.D
PC 9(A) The student will exhibit ethical conduct. PC 9(B) The student will discuss copyright laws in relation to fair use and duplication of materials. PC 9(C) The student will analyze the impact of communications on society. PC 9(D) The student will understand and exhibit digital citizenship. PC 11(D) The student will identify and analyze ethical and social responsibilities of communicators.			
Persuasive Communications	5 Days	2.C, 3.H, 9.A, 9.B, 9.C, 11.D	
PC 2(C) The student will identify assumptions, purpose, outcomes, solutions, and propaganda techniques. PC 3(H) The student will exhibit public relations skills. PC 9(A) The student will exhibit ethical conduct. PC 9(B) The student will discuss copyright laws in relation to fair use and duplication of materials. PC 9(C) The student will analyze the impact of communications on society. PC 11(D) The student will identify and analyze ethical and social responsibilities of communicators.			