

**COURSE:** AC 100 – Applied Communications

**INSTRUCTOR:** David TerEick

**COURSE DESCRIPTION:** This course emphasizes integration of academic content with vocational coursework. The objective is to make the relationship between the communications content and vocational area more relevant to the students involved. The course also includes the specific techniques and tools needed to prepare for employment as well as success on the job.

**COURSE MATERIALS/SUPPLIES:** No specific text is required. Resource materials are provided in Learning Activity Packets. Notebook (optional) - professional-looking three-ring binder with pocket dividers for assembling your personal employment file for future use.

**LEARNING OBJECTIVES:** The topic menu and specific course objectives (task list) follows. The department chairperson will select the content deemed most relevant for the department's students. The number at the end of each task indicates the proposed allotment of time for the topic.

- 100 1 Write effective sentences.
- 100 2 Write an effective paragraph.
- 100 3 Format an effective business letter.
- 100 4 Secure professional and personal references to use in your job hunt.
- 100 5 Create eye-catching professional resume to use in your job campaign.
- 100 6 Produce an effective letter of inquiry.
- 100 7 Produce an effective letter of application.
- 100 8 Complete a job application form.
- 100 9 Produce a short report.
- 100 10 Write a memo.
- 100 11 Prepare and conduct an oral presentation.
- 100 12 Prepare for a successful job interview.
- 100 13 Participate in a mock-interview with a business person.
- 100 14 Follow-up a job interview.
- 100 15 Make an effective sales presentation.
- 100 16 Conduct a business meeting.
- 100 17 Identify the importance of customer relations.
- 100 18 Define customer relations and explain why you should be good at customer relations.
- 100 19 Define human relations and examine why understanding self is essential for understanding and working with others.
- 100 20 Identify who the customer is and the importance of goodwill and customer service.
- 100 21 Define complaint-handling procedures and apply the right techniques.
- 100 22 Success on the job.
- 100 23 Use the decision-making process.
- 100 24 Make your career choice.
- 100 25 Develop leadership skills.

Sequence of LAPs may vary depending on the length of the program and size or needs of the class.

#### **COURSE EVALUATION**

1. Points will be given for each assignment. Grades will be determined by the following percentages:
  - 100% - 94% = A
  - 93% - 87% = B
  - 86% - 80% = C
  - 79% or below = F
2. Assignments not in by the due date will be marked down accordingly.
3. Everything you do must give the potential employer the impression you are a professional who does quality professional-looking work. Therefore, all assignments are to be done neatly and as perfectly as possible. With this in mind, assignments will be judged on neatness, content, spelling and grammar.
4. For letter-writing assignments, you may first do a rough draft which the instructor will go over to indicate corrections and/or changes to be made. You will then do a final copy for a grade.
5. Typing is not required for letter-writing assignments, but the lay-out of the letter should be the same as if it were typed. Directions for assignments will be given in class.

**ATTENDANCE** Attendance is required! Any absence will be considered unexcused unless it has been approved with the instructor in advance. Three or more unexcused absences will result in reduction of the final grade by one letter grade.