

# CFISD Professional Communications

Scope and Sequence 2025-2026

**Course Description:** This one-semester speech course is designed to provide opportunities for students to understand and develop effective interpersonal communication skills for the 21st Century. Professional Communications blends written, oral, and graphic communication in a career-based, business environment. Students will prepare, present, and evaluate a variety of multi-media presentations that are appropriate for the professional setting.

**Texas Essential Knowledge and Skills:** [Professional Communications TEKS](#) fall under Career & Technical Education (CTE). The course is included as part of the Business & Industry Endorsement in the cluster for Arts, Audio/Video Technology, & Communications.

Instructional Units	Days**	
<b>First Semester</b>	81	End Date
<b>1<sup>st</sup> Grading Period</b>	<b>8/13/2025</b>	<b>10/9/2025</b>
Unit 1: Intrapersonal Communication & Speech Foundations • • Introductions, overcoming stage fright & developing confidence, speaker move on, audience queue	9	8/26
Unit 2: Communication Processes • Communication model, listening (types & barriers), language registers, verbal & nonverbal delivery	19	9/23
Unit 3: Ethics in Communication • Responsibility, plagiarism, propaganda & persuasive appeals, social media & safety	9	10/9
<b>*2<sup>nd</sup> Grading Period</b>	<b>10/15/2025</b>	<b>12/18/2025</b>
Unit 4: Group Communication & Leadership • Group roles/dynamics, resolving conflict, leadership styles, and effective meetings	23	11/14
*Unit 5: Business & Career Communication • Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols & management	14	12/18

<b>Second Semester</b>	92	End Date
<b>3<sup>rd</sup> Grading Period</b>	<b>01/06/2026</b>	<b>03/06/2026</b>
Unit 1: Intrapersonal Communication & Speech Foundations • • Introductions, overcoming stage fright & developing confidence, speaker move on, audience squeeze	9	1/16
Unit 2: Communication Processes • Communication model, listening (types & barriers), language registers, verbal & nonverbal delivery	18	2/12
Unit 3: Ethics in Communication • Responsibility, plagiarism, propaganda & persuasive appeals, social media & safety	14	3/06
<b>*4<sup>th</sup> Grading Period</b>	<b>03/16/2026</b>	<b>05/28/2026</b>
Unit 4: Group Communication & Leadership • Group roles/dynamics, resolving conflict, leadership styles, effective meetings	23	4/17
*Unit 5: Business & Career Communication • Career research, applying for jobs, resumes/portfolios, interviewing, professional protocols & management	28	5/28

\* Includes time for semester review & final exams.

\*\* The length of each unit is an approximate number of days dependent upon the materials used and complexity of assignments. Units may be combined. The purpose of this flexibility is to allow teachers the opportunity to plan for the needs of their students and to accommodate re-teaching or review when necessary. If pre-assessment indicates student mastery could be achieved in a fewer number of days, the additional me could be used for extension or carried into the next unit.

### **Instructional Material(s):**

The district developed resources.

