

Professional Communications

Local Course #: 1465

State Course ID: 13009900

Course Description:

Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this text, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research.

Link to TEKS:

[https://texas-sos.appianportalsgov.com/rules-and-meetings?\\$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F05%2F2025&recordId=225484](https://texas-sos.appianportalsgov.com/rules-and-meetings?$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F05%2F2025&recordId=225484)

First 9 Weeks Major Topics:

1. Communication Model Process

c2b use correct grammar, punctuation, and terminology to write and edit documents

c3b organize oral and written information

c5b use processes such as personal information management, file management, and file sharing

c11w deliver digital products in a variety of appropriate media

c11b demonstrate knowledge of the communication process, 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

2. Communicating Effectively in Conversations(1 days)

c9a exhibit ethical conduct

c9d understand and exhibit digital citizenship

c10a employ planning and time-management skills to relate to professional communications

c11w deliver digital products in a variety of appropriate media

3. Communication Domains

c10b use technology to enhance productivity

c11b demonstrate knowledge of the communication process, 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

c11c demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic

4. Nonverbal Communication

c11p participate in an informative or persuasive group discussion

c11w deliver digital products in a variety of appropriate media

c11b demonstrate knowledge of the communication process, 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

c11c demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic

Unit 2 Ethics and Copyright

1. Personal Code of Conduct (2 days)

c2b use correct grammar, punctuation, and terminology to write and edit documents

c2d compose and edit copy for a variety of written documents

c2e evaluate oral and written information

c3b organize oral and written information

c5b use processes such as personal information management, file management, and file sharing

c9a exhibit ethical conduct

c9b discuss copyright laws in relation to fair use and duplication of materials

c9c analyze the impact of communications on society

2. Copyright

c9d understand and exhibit digital citizenship

c10a employ planning and time-management skills to relate to professional communications

c10b use technology to enhance productivity

c11d identify and analyze ethical and social responsibilities of communicators

c11p participate in an informative or persuasive group discussion

c11w deliver digital products in a variety of appropriate media

Second 9 Weeks Major Topics:

Internet Safety

1. Digital Media Statistics/Internet Safety

c2b use correct grammar, punctuation, and terminology to write and edit documents

c3b organize oral and written information

c5b use processes such as personal information management, file management, and file sharing

c7a implement personal and classroom safety rules and regulations

c7b follow emergency procedures as needed

c9a exhibit ethical conduct

c9c analyze the impact of communications on society

2. Social Media

c9d understand and exhibit digital citizenship

c10a employ planning and time-management skills to relate to professional communications

c10b use technology to enhance productivity

c11p participate in an informative or persuasive group discussion

c11w deliver digital products in a variety of appropriate media

Unit 4 Interpreting, Using, and Delivering Information

1. Target Audience and Methods of Communication (1 days)

c2b use correct grammar, punctuation, and terminology to write and edit documents

c3a adapt language for audience, purpose, situation, and intent

c3b organize oral and written information

c3c interpret and communicate information, data, and observations

c3f develop and interpret tables, charts, and figures

c3h exhibit public relations skills

c5b use processes such as personal information management, file management, and file sharing

c9a exhibit ethical conduct

c9d understand and exhibit digital citizenship

c10a employ planning and time-management skills to relate to professional communications

c10b use technology to enhance productivity

2. Evaluating Information

c11h identify and use appropriate strategies for communicating with a variety of audiences

c11k 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

c11p participate in an informative or persuasive group discussion

c11r acquire electronic information in a variety of formats

c11t 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

3. Using Visual Aides (2 days)

c11u 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

c11w deliver digital products in a variety of appropriate media

Group Dynamics

1. Analyzing Group Dynamics (3 days)

c1b 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

c2b use correct grammar, punctuation, and terminology to write and edit documents

c3c organize oral and written information

c3g listen to and speak with diverse individuals

c4a employ critical-thinking skills independently and in groups

c4b employ interpersonal skills in groups to solve problems

c5a use technology applications such as social media, email, internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects

c5b use processes such as personal information management, file management, and file sharing

c8a identify leadership characteristics

c8b participate in student leadership and professional development activities

c9a exhibit ethical conduct

c9d understand and exhibit digital citizenship

2. Leadership Styles (3 days)

c10a employ planning and time-management skills to relate to professional communications

c10b use technology to enhance productivity

c11e 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

c11f use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette

c11i identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups

c11j communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups

c11k 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

c11p participate in an informative or persuasive group discussion

c11s use research skills and electronic communications

c11w deliver digital products in a variety of appropriate media

Third 9 Weeks Major Topics:

1. Propaganda

c2a demonstrate use of content, technical concepts, and vocabulary

c2b use correct grammar, punctuation, and terminology to write and edit documents

c2c identify assumptions, purpose, outcomes, solutions, and propaganda techniques

c3a adapt language for audience, purpose, situation, and intent

c3b organize oral and written information

c5b use processes such as personal information management, file management, and file sharing

c9a exhibit ethical conduct

c9d understand and exhibit digital citizenship

c10a employ planning and time-management skills to relate to professional communications

c10b use technology to enhance productivity

2. Print Ads

c11a develop and understanding of the evolution of the arts, audio/video technology, and communications cluster field, including the history, foundation elements, principles, and communicative effects

c11p participate in an informative or persuasive group discussion

c11r acquire electronic information in a variety of formats

c11u 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

c11w deliver digital products in a variety of appropriate media

Unit 7- Persuasive Speech Continued

1. Persuasive Speech (Cont)

c2f research topics for the preparation of oral and written communication

c 11h identify and use appropriate strategies for communicating with a variety of audiences

c11l 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

Fourth 9 Weeks Major Topics:

1. Personal Career Pathways)

c1a explore opportunities in training, education, and certifications for employment

c1b demonstrate professional standards and personal qualities needed to be employable such as oral and written communications, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability

c1e demonstrate skills in evaluating and comparing employment opportunities c2b use correct grammar, punctuation, and terminology to write and edit documents

c3b organize oral and written information

c5b use processes such as personal information management, file management, and file sharing

c6a describe the nature and types of businesses

c6b analyze and summarize the history and evolution of the various related fields of study

c6c analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole

2. Company Research

c9a exhibit ethical conduct

c9d understand and exhibit digital citizenship

c10a employ planning and time-management skills to relate to professional communications

c10b use technology to enhance productivity

c11a develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects

c11p participate in an informative or persuasive group discussion

c11q use a variety of strategies to acquire information from electronic resources

c11v develop and reference technical documentation

c11w deliver digital products in a variety of appropriate media

Unit 9 Resume and Interview

1. Resume

c1a explore opportunities in training, education, and certifications for employment

c1b demonstrate professional standards and personal qualities needed to be employable such as oral and written communications, leadership, teamwork, appreciation of diversity, conflict management, customer service, work ethic, and adaptability

c1c demonstrate skills related to seeking and applying for employment

c1d create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples

c1e demonstrate skills in evaluating and comparing employment opportunities

c2b use correct grammar, punctuation, and terminology to write and edit documents

c3b organize oral and written information

c11t 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

c11u apply desktop publishing to create products using words 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

c11w deliver digital products in a variety of appropriate media

2. Interviewing (3 Days)

c3e apply active listening skills

c3g listen to and speak with diverse individuals

c5b use processes such as personal information management, file management, and file sharing

c8a identify leadership characteristics

c8b participate in student leadership and professional development activities

c9a exhibit ethical conduct

c9d understand and exhibit digital citizenship

c10a employ planning and time-management skills to relate to professional communications

c10b use technology to enhance productivity

c11b demonstrate knowledge of the communication process, 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

c11c demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic

c11e 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

c11f use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette

c11g demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews

c11n use appropriate techniques to manage communication apprehension and build self-confidence

c11p participate in an informative or persuasive group discussion