



**CAMOSUN COLLEGE**  
**School of Arts & Science**  
**Applied Communication Program**

**COMM 161/261, ACP Seminar 1/2**  
**Winter 2012**

## **COURSE OUTLINE**

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*Note: Please keep this outline for your records. The College will not keep a copy indefinitely.*

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### **1. Instructor Information**

- (a) Instructors Rick Caswell, Andy Bryce, Kim O'Hare, Lois Fernyhough
- (b) Office hours: Monday to Friday, 9 to 4, by appointment
- (c) Location: Y315E, Y311B, Y315D, Y315C
- (d) Phone: 370-3396, 370-3394, 370-3395, 370-3397
- (e) E-mail: caswellr@camosun.ca, bryce@camosun.ca, ohare@camosun.ca, fernyhol@camosun.ca

### **2. Intended Learning Outcomes**

The student will be able to:

- 1. **Participate** in organizing a seminar that involves industry representatives and discusses communication issues, industry values and/or career opportunities
- 2. **Evaluate** and **provide** appropriate feedback for presentations organized by other students

### **3. Required Materials**

None

### **4. Course Content and Schedule**

Workload

- Weekly seminar: 1 hour
  - Once per term presentation organization 4 hours
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## 5. Basis of Student Assessment (Weighting)

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| 1. Participation in organizing a presentation. These presentations will be done within an assigned group with a faculty advisor. Students will select a format and topics with the assistance of the advisor. The mark will be based on:   | 30% |
| <ul style="list-style-type: none"><li>• Suitable interaction with the faculty advisor during planning of the presentation.</li><li>• Commitment from suitable guest(s) and a backup plan if guest(s) fail to appear.</li><li>• Facilitation of the session including introduction and questions.</li><li>• Success of the presentation as judged by peer evaluation.</li></ul> |     |
| If the presentation is weak, students in the group will lose 5% for each of the above areas where there are serious problems. If the presentation earns 15% or less, faculty may decide insufficient work was done and assign a mark of 0 for this section.  |     |
| 2. Completion and submission of a feedback form by each student for each presentation. These forms will be completed at the end of each presentation. They are intended to give feedback to the group organizing the event. The mark will be proportional to the number of forms satisfactorily completed during the term.   | 30% |
| 3. Attendance. The mark will be proportional to the number of sessions attended during the term.   | 30% |
| 4. Completion and submission of an end-of-term program evaluation by 5:00 pm Tuesday of exam week.   | 10% |
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## 6. Grading System

The following grading system will be used:

S (Satisfactory) .....60% and above

U (Unsatisfactory) ..... Less than 60%

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*Note: Applied Communication Program students must obtain a satisfactory grade in this course in order to continue in the program.*

## 7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

### LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Registrar's Office or the College web site at <a href="http://www.camosun.bc.ca">http://www.camosun.bc.ca</a>
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### ACADEMIC CONDUCT POLICY

There is an Academic Conduct Policy that includes plagiarism. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section. <a href="http://www.camosun.bc.ca/divisions/pres/policy/2-education/2-5.html">www.camosun.bc.ca/divisions/pres/policy/2-education/2-5.html</a>
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## Typical Seminar Formats

- Panel Discussion
- Demonstration
- Debate
- Case Study
- Lecture
- Role Play
- Brainstorm

## Audio Visual Aids

The following audio-visual aids are available to you. Please take into consideration the amount of set up time you will have. Often the class before is late getting out, so you can't assume that you will have any more than 5 minutes to set up. If you have questions about setting up equipment or need help, please see the appropriate instructor *before* seminar day.

- Computer on Wheels and Data Projector
- Video Rolling Rack with VTR's
- 310 Video Monitor
- Audio Rolling Rack
- Video Cameras
- Digital Still Cameras

## Check List of Tasks

Feel free to use this checklist of tasks to ensure you have covered all the basics needed for a successful seminar.

- Brainstorming Seminar Ideas
- Establishing a Format
- Liaison with Faculty Advisor
- Lining Up and Booking Guests
- Booking Equipment
- Mugs for Guests
- Parking Passes for Guests
- Managing Guests
- Setting Up Equipment
- Moderating
- Managing Feedback Sheets
- Sending Out Thank You Notes

## Absences

The following clarifies what constitutes excused and unexcused absences at seminar and what this means in terms of losing marks. You don't lose any marks at all for a **scheduled** CKMO board shift. Otherwise every absence of the 10 group sessions where there is a scheduled guest costs you three marks, as well as three marks for not being able to hand in an evaluation form—a total loss of six marks per class. You are allowed three excused absences each semester where you only lose three marks (since you can't hand in an evaluation form), and not an additional three for being absent. After those three absences, you will be docked six marks per absence. You start the term with 30 marks for attendance. You can earn 30 marks for handing in feedback forms. You can earn up to 30 marks for your group presentation. The end-of-semester on-line survey is worth 10 marks. This makes a possible 100 marks. You need at least 60 to pass, so you can miss a few seminars due to illness or working on other projects without failing the course!

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