ENGL 1005 - Applied Technical Communication (version 202014L)

Course Title	Course Development	Learning Support
Applied Technical Communication	Standard	No

Course Description

This course emphasizes the practical knowledge of professional writing. Topics include appropriate professional writing techniques and formats; appropriate methods of communicating with internal and external customers, clients, colleagues, and supervisors in writing, in person, and electronically; and verbal and nonverbal communication.

Pre-requisites

Pre-requisites: All Required

Appropriate ENGL/READ Placement Score

Regstr. Co-requisites

Regstr. Co-requisites: None

True Co-requisites

True Co-requisites: None

Course Length

	Lecture Contact Time	Regular Lab Type	Reg. Lab Contact Time	Other Lab Type	Oth. Lab Contact Time	Total Contact Hrs
Contact Hours Per Week	**3 hrs**	**N/A**	**0 hrs**	**N/A**	**0 hrs**	**3 hrs**
Contact Min/Hrs Per Semester	**2250 min**		**0 min**		**0 min**	**45 hrs**

	Lecture Credit Hours	Lab Credit Hours	Total Credit hours	WLU
Semester Credit Hours	**3**	**0**	**3**	**101.25**

Competencies & Outcomes

Order	Description

1 **Professional Writing Skills**

Order	Description	Learning Domain	Level of Learning
1	Prepare professional documents using acceptable writing format and business-appropriate situational language, writing, and style.	Cognitive	Application
2	Use appropriate resources to create, edit, revise and proofread documents such as invoices, work orders, professional memos, business letters or resumes.	Cognitive	Application
3	Demonstrate proficiency in appropriate communication including functions, patterns, writing style, and profession-specific formats.	Cognitive	Application
4	Demonstrate knowledge of the general uses and components of proposals, audiences, and purposes through proposal development and presentation.	Cognitive	Application
5	Demonstrate information literacy to search, read, and interpret instructions for operation or safety procedures.	Cognitive	Application

2 **Verbal and Nonverbal**

Communication Methods and Processes

Order	Description	Learning Domain	Level of Learning
1	Describe verbal and nonverbal communication skills and their relationship to job performance.	Cognitive	Comprehension
2	Demonstrate appropriate communication methods when dealing with internal and external customers, clients, colleagues, and supervisors in writing, in person, and electronically through written and spoken communication.	Cognitive	Application
3	Identify and discuss the differences between business and casual communication.	Cognitive	Knowledge
4	Explain the major elements in successful persuasive messages.	Cognitive	Comprehension
5	Create effective and ethical persuasive communication	Cognitive	Synthesis
6	Describe strategies for delivering business communication with sensitive content.	Cognitive	Knowledge
7	Demonstrate appropriate verbal and nonverbal communication skills in a variety of communication settings with a variety of audiences or platforms.	Cognitive	Application