**Course Title**: Directed Study – Communications

**Course Number**: FBMA 2937

**Credits:** 2

**Course Description:**

This course will assist the student in further acquiring and developing a higher level of communication skills. Students will review and evaluate various communication methods and techniques in dealing with and relating to individuals in both the public and private sector. Students will use this information in formulating an effective communication method and style. Additional course content may include student initiated or group activities.

**Course Outline:**

1. Explore and develop means of focusing upon crisis communication techniques
   * Apply communication tools and techniques developed in the diploma programs
   * Develop improved written and oral presentations skills
   * Define and apply methods & mechanisms of communications
2. Explore and develop public and community relation methods
   * Define methods of consumer education techniques
   * Interpret advantages/ disadvantages of various communication methods

**Course Specific Outcomes:**

1. Communicate appropriately and effectively within various organizational contexts;
2. Capable of effectively monitoring, analyzing, and adjusting their own communication behavior;
3. Demonstrate appropriate and effective conflict management strategies;
4. Demonstrate the ability to research, analyze, and reason from evidence to reach an effective conclusion or outcome;
5. Communicate appropriately and effectively within groups; and
6. Demonstrate the ability to analyze a problem and devise a solution in a group.