New Course
CMN 4651, Communication Training: Theory & Practice

1. Catalog Description
   a. CMN 4651
   b. Communication Training: Theory and Practice
   c. 3-0-3
   d. Terms to be Offered: On Demand
   e. Short Title: Comm Training
   f. Course Description: An examination of how communication theories are used in the training environment. Emphasis is placed on the principles related to design, content, and delivery of programs that result in communication knowledge and skill development.
   g. Prerequisites: Completion of CMN 2010, 2020, 2030, 2040 with a grade of “C” or better and CMN 2650, or permission of instructor.

Course Objectives and Evaluation
   a. Course objectives: At the end of the semester students will have an
      o Insight into communication training as a potential career.
      o Appreciation of the adult learner.
      o Understanding of the design, delivery, and evaluation of communication training workshops.
      o Understanding of the training and development process.
   b. This is not a general education course.
   c. Methods of assessment
      o Training Process Evaluation: Students will be evaluated on their understanding and implementation of the training process. Students will
         o Conduct a training needs assessment
         o Develop a training program proposal
         o Pitch the proposal
         o Develop the training program
         o Conduct the training program
         o Evaluate the training program
         o Exam: Students will be tested on the material presented in the course.
      o Self-Assessment: Students will keep a journal of relevant experiences over the length of the course. These texts will become the basis for a self-analysis paper evaluating the individual changes in approach and understanding of communication training as they change over the semester.
      o Participation: Students will be evaluated on their contributions to class discussion.
   d. This course is not numbered from 4750 to 4999.
   e. This course is not Writing Intensive, Writing Centered, or Writing Active.
3. Course Outline
   a) This course will meet in 15 weeks of thirty 75-minute classes.

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   | 1    | Orientation, training design, and process  
   |      | Overview of training methodologies and processes (action research, process consultation, activity analysis, etc.) |
   | 2    | Team-building  
   |      | (Hands-on experience in team-building activities to develop both the class as a team and to teach team building techniques) |
   | 3 & 4| Training resources and materials  
   |      | Overview of training resources and materials |
   | 5    | Developing requests for proposals /other training correspondence/materials |
   | 6    | Training needs assessment |
   | 7 to 10| Typical communication consulting situations  
   |      | Typical consulting/training issues are addressed in this section including listening, public speaking, meeting management, facilitating groups, small group process, and providing feedback. |
   | 11   | Communication training program design |
   | 12   | Training assessment |
   | 13   | Student produced workshops |
   | 14   | Student produced workshops |
   | 15   | Consulting as a business |

   b) This course will be offered in a traditional format.

4. Rationale
   a. Purpose and need: There are three reasons why the department is advancing this course for inclusion in the major. First, surveys of our alumni show that there are an increasing number of them who are selecting training and development as a career. We need to assist students in determining if training and development is personally a viable career track and prepare them for this potential career. Second, many professionals are becoming more involved in organizational training programs by identifying training needs, selecting programs, or designing and conducting programs. Third, understanding training and mentoring models will enhance an organizational professional’s skills allowing them to more effectively function in today’s complex and diverse organizational environment.

   b. Justification for course level and prerequisites: Students need to have an understanding of organizational and small group theories and practices. Thus, placing the course at the 4000 level and requiring CMN 2010, 2020, 2030, 2040, and 2650 provides students with the knowledge needed to take advantage of the course.

   c. Similarity to other courses: The Career and Organizational Studies program
offers courses in training and development. These courses are “...designed specifically for adults with significant employment experience and allows them to pursue a bachelor’s degree on a part-time basis.” (Undergraduate Catalog p. 83). The course proposed here is an introductory course that provides traditional undergraduate students with a way to combine divergent coursework into a coherent focus and to provide an introduction to a potential career track.

d. Impact on program: This course is an elective for Communication Studies majors and minors.

5. Implementation
   a. Faculty members initially assigned to this course will be Drs. Borzi, Bock, and Mills.
   b. There are no additional costs to students.
   c. Texts for course
      Prospect Heights, IL: Waveland Press.
   d. This course will be first offered in the Fall of 2003.

6. Community College Transfer
   A community college course will not be judged equivalent to this course.

7. Date approved by the Department: April 12, 2002

8. Date approved by the College of Arts and Humanities Curriculum Committee: May 8, 2002.

9. Date Approved by CAA: September 12, 2002