

Document Overview

This document is a template to be used by the Instructional Designer and Faculty Subject Matter Expert (SME) to build the Design Document. The Design Document outlines all key information about the course including the course and lesson objectives, lesson titles, reading assignments, and course activities that will be included in the course primer videos.

The Instructional Designer works with the Faculty SME to draft the Design Document. Once the Design Document is complete, the information gathered will be used in recording the Course Primers.

Complete the information in the Design Document using the directions in *<italics contained within brackets>*.

Version Control

<For each version of the document, complete the table below>

Document Name	Summary of Revision	Date	Submitted by
STCM Primer Design Document	Initial Document/First Draft	7/23/2013	Julie Tausend

Course Details

<Complete the information below. Revise when there are curriculum changes>

Name:

<State the Name of the course>

Professional Development II

Course Section:

<State the Course Section>

STCM 202-01

Lesson Number:

<State the class number, 1, 2, 3...>

Lesson 1 out of 8

Course Description

<Write a 2-4 sentence description highlighting the key goals of the course>

Professional Development II is the second course in a three course series on workplace professionalism. Students will build their resumes, discuss the importance of networking, understand workplace professionalism, and learn how to strategically job hunt. They will also discuss workplace culture and professional development and growth.

Course Resources

Student Learning Materials

<Provide a list of student learning materials for the course. Include any textbooks, casebooks, DVDs, references and resources>

Texts

-No textbook for this course

Web Sites

-Current Events and News articles on job hunting, employment outlook, and resume building.
(TBD)

Electronic Media

- PDF- Sanchez, P. M. (2005). What color is your future? *Communication World*, 22(3), 510
- PDF- Baron, A. (2005). Make your career plan a priority. *Strategic Communication Management*, 9(2), 13.
- PDF- Campbell, S.L. , & Taylor, D.D. Professionalism in the Workplace.
- PDF- Gorman, B., & Gayeski, D. (2004). Performance consultant: A new role for communicators. *Strategic Communication Management*, 8(5), 34-37.
- PDF- Massie, L., & Anderson, C. L. (2003). Integrating communications: Is the ideal achievable? *Corporate Communications: An International Journal*, 8(4), 223-228.
- PDF- Mathews, W. (2005, May-June). The path to professional development. *Communication World*, S11.

Course Objective(s)

<List the course objectives for the course (copy from the Course Syllabus)>

1. To develop basic understanding of the structure of strategic communications industries
2. To develop basic understanding of the relationships among the various disciplines and career paths represented in the strategic communications field through a Professional Report
3. To continue the development of self-awareness and resources in career building by developing and reviewing updated materials for a resume
4. To understand and articulate the relationship between classroom knowledge and experiences regarding strategic communications to workplace situations and settings
5. To appreciate the end result that professional development and career planning can achieve via writing a Workplace Professionalism report

Lesson Objective(s)

<List the lesson objectives for the lesson (copy from the Course Syllabus)>

1. Understand course environment: where to locate course readings, submit assignments, use discussion forum.
2. Understand and agree to course schedule
3. Relate current experience to past course work via discussion forum.
4. Read “What Color Is Your Future?” and draw connections between the article and your current work experience, being able to analyze the article and provide detailed examples.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Objectives and Course Outline

<Complete the table below following the instructions found within each column of the table>

Lesson #	Lesson Title	Student Learning Material (reading)	Course Objectives	Lesson Objectives	Graded Activities
#	<Insert Lesson	<List the resource name and page numbers>	<Paste Course Objectives	<Paste Lesson Objectives	<List all assigned

	<i>Title></i>		<i>from above></i>	<i>from above></i>	<i>activities. Every lesson objective should have an activity that measures whether or not the student has accomplished the objective.></i>
1		Sanchez, P. M. (2005). What color is your future? Communication World, 22(3), 510			Discussion #1
2		Baron, A. (2005). Make your career plan a priority. Strategic Communication Management, 9(2), 13.			Discussion #2
3		Campbell, S.L. , & Taylor, D.D. Professionalism in the Workplace.			Discussion #3 Assignment 1: Workplace Professionalism Report
4		Gorman, B., & Gayeski, D. (2004). Performance consultant: A new role for communicators. Strategic Communication Management, 8(5), 34-37.			Discussion #4
5					Discussion #5 Assignment 2:

					Resume and Cover Letter
6		Massie, L., & Anderson, C. L. (2003). Integrating communications: Is the ideal achievable? Corporate Communications: An International Journal, 8(4), 223-228.			Discussion #6
7		Mathews, W. (2005, May-June). The path to professional development. Communication World, S11.			Discussion #7 Final Assignment 3: Professional Report
8					Discussion #8