



Professional Communications

Year at a Glance (YAG)



First Semester		Second Semester	
1 st Nine Weeks – 8/12/24-10/16/24		3 rd Nine Weeks – 1/7/25-3/7/25	
11- A,B,C,E and F 10-B,C,D	<p><u>Unit 1: Introduction to Professional Communications/Communication Basics</u> Students will use appropriate technology and assigned materials to develop an understanding of the evolution of the arts/the communication process, technology, career fields, foundation elements, principles, and communicative effects. Students will explain and demonstrate knowledge of the communication process and the listening process. Students will demonstrate their understanding of unit topics and appropriate interpersonal communication strategies in classroom activities. <i>Self Introductions, Self-marketing, Demonstration and Memorization Speeches.</i></p>	<u>TEKS</u>	same as first semester
4- A,B 9-A,B,C,D 11-D,P	<p><u>Unit 2: Developing and delivering presentations. Critical-Thinking Skills-group presentations</u> Students will explore, identify, and explain ethical decision making and laws. Proper use of technology in communications, copyright laws, fair use and duplication of materials, and how to exhibit digital citizenship. This is covered before any research or slide shows are presented. Students will also use appropriate technology and/or assigned materials to research presentations.</p>		
4-AB 5-AB	<p><u>Unit 3: Communication and Technology Skills</u> Students will use appropriate technology and/or assigned materials to learn and/or review relevant cyber safety procedures. Students will use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects, as well as processes such as personal information management. Students will work together in teams to learn, observe, and demonstrate proper use.</p>		



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<p>2- ABCDEF 5-A 6-ABC</p>	<p><u>Unit 4: Academic and Technical Skills</u> Students will explore, discuss, and demonstrate language arts knowledge as well as technical skills required for a successful career in professional communications. Students will be given multiple opportunities to learn, demonstrate and apply relevant technical and academic skills in-context as they demonstrate occupational tasks, participate in course activities, and complete their assignments. In this unit, students will use appropriate technology to research communications systems, including the history and evolution of the various related fields of study, the nature and types of businesses, and the economic factors influencing the communications industry as a whole. Students will discuss and demonstrate how to evaluate their information and resources for assumptions, purpose, outcomes, solutions, and propaganda techniques, as well as how to use correct grammar, punctuation, and terminology and technology applications to write, edit, and present their research projects. Student project presentations will demonstrate appropriate use of content, technical concepts, and vocabulary.</p>		
<p>2 A,C,D,E 9C 11F</p>	<p><u>Unit 5-Group Communication/Communication levels. The importance of communication in daily life in a diverse world.</u> Students will learn about the tiers of the communication process. Intrapersonal, Interpersonal, Small group, public speaking, and mass communication skills. Effective Interpersonal strategies, group dynamics, problem solving and how to manage conflicts.</p>		
<p>11-G,H,I,J,K,L,M,N,O</p>	<p><u>Unit 6: Professional Communications and Presentations</u> Students will learn appropriate techniques to manage communication apprehension and build self-confidence. Students will also learn how to communicate effectively in groups. Students will also analyze, research and discuss formal and</p>		



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	<p>informal professional presentations and effective strategies for developing them. Students will demonstrate their understanding of topics by presenting using effective verbal and nonverbal strategies.</p>		
<p>2nd Nine Weeks – 10/17/24 - 12/20/24</p>		<p>4th Nine Weeks – 3/18/25-5/22/25</p>	
<p>TEKS 10-B,C,D 1-D 11-P,Q,R,S,T,U,V,W 1-A,B,C,D,E 3-A,B,C,D,E,G,H 7-A,B 10-A,B 11-G</p>	<p>Unit 7: Non-Verbal Communication- Sign Language and the power of non-verbal speaking. Students will develop an appreciation for the various types of delivery techniques.</p> <p>Unit 8: Electronic Information and Communication Students will research then participate in a group discussion regarding using a variety of strategies to communicate and acquire information from electronic resources. Students will be given multiple opportunities to demonstrate and apply technical skills to format digital information for appropriate/ effective communication in a product by defining the purpose, situation audience, and method. Presenting with visuals and dropping in google classroom.</p> <p>Students will also apply their knowledge and skills to create a resume and/or cover letter/letter of interest, with correct grammar, punctuation, and terminology.</p> <p>Unit 9: Professional Standards and Employability Skills</p> <p>Students will discuss professional standards and personal qualities needed to be employable, such as effective oral and written communication, leadership skills, teamwork, appreciation for diversity and conflict management. Students will further develop and demonstrate these skills by creating and participating in classroom activities and job applications, mock interviews and resume writing. Students will discuss successful methods of planning and time management in</p>	<p>TEKS</p>	



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	<p>small groups and/or other classroom activities. Students will use appropriate technology and materials to further develop their knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews, how to identify and use appropriate strategies for communicating with a variety of audiences</p>		
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