eDynamic Learning Course Title: Professional Communication

State: TX
State Course Title: Professional Communication
State Course Code: 130.110
State Standards: Professional Communications
Date of Standards: 2017

TEKS	Unit Name(s)	Lesson(s) Numbers
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:		
(A) explore opportunities in training, education, and certifications for employment;	Unit 4: Professional Communication in the Workplace	Lesson 2
(B) demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability;	Unit 1: How We Communicate	Lesson 2
(C) demonstrate skills related to seeking and applying for employment;	Unit 4: Professional Communication in the Workplace	Lesson 2
D) create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples; and	Unit 4: Professional Communication in the Workplace	Lesson 2
(E) demonstrate skills in evaluating and comparing employment opportunities.	Unit 4: Professional Communication in the Workplace	Lesson 2
(2) The student applies English language arts in professional communications projects. The student is expected to:		
(A) demonstrate use of content, technical concepts, and vocabulary;	Unit 5: Using Language to Communicate Effectively	Lessons 1-4
(B) use correct grammar, punctuation, and terminology to write and edit documents;	Unit 5: Using Language to Communicate Effectively	Lesson 4
(C) identify assumptions, purpose, outcomes, solutions, and propaganda techniques;	Unit 2: Emotions and Conflict in Communication	Lesson 1
(D) compose and edit copy for a variety of written documents;	Unit 5: Using Language to Communicate Effectively	Lessons 1-4
(E) evaluate oral and written information; and	Unit 5: Using Language to Communicate Effectively	Lesson 4
(F) research topics for the preparation of oral and written communications.	Unit 5: Using Language to Communicate Effectively	Critical Thinking 1, 3, 4,
(3) The student applies professional communications strategies. The student is expected to:		
(A) adapt language for audience, purpose, situation, and intent;	Unit 3: Communicating with Cultural Compentency	Lesson 3
(B) organize oral and written information;	Unit 5: Using Language to Communicate Effectively	Lesson 1

(C) interpret and communicate information, data, and observations;	Unit 8: Communicating Through Presentations	Lessons 1-4
(D) deliver formal and informal presentations;	Unit 8: Communicating Through Presentations	Lessons 1-4
(E) apply active listening skills;	Unit 8: Communicating Through Presentations	Lessons 1-4
(F) develop and interpret tables, charts, and figures;	Unit 8: Communicating Through Presentations	Lessons 1-4
(G) listen to and speak with diverse individuals; and	Unit 3: Communicating with Cultural Compentency	Lessons 1-4
(H) exhibit public relations skills.	Unit 4: Professional Communication in the Workplace	Lesson 1
(4) The student understands and examines problem-solving methods. The student is expected to:		
(A) employ critical-thinking skills independently and in groups; and	Unit 7: Navigating Group Communications	Lessons 1-4
(B) employ interpersonal skills in groups to solve problems.	Unit 7: Navigating Group Communications	Lessons 1-4
(5) The student uses technology applications and processes. The student is expected to:		
(A) use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects; and	Unit 6: Using Technology to Communicate	Lesson 2
(B) use processes such as personal information management, file management, and file sharing.	Unit 6: Using Technology to Communicate	Lesson 3
(6) The student understands communications systems. The student is expected to:		
(A) describe the nature and types of businesses;	Unit 1: How We Communicate	Lesson 2
(B) analyze and summarize the history and evolution of the various related fields of study; and	Unit 1: How We Communicate	Lesson 2
(C) analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole.	Unit 1: How We Communicate	Lessons 2, 3
(7) The student applies safety regulations. The student is expected to:		
(A) implement personal and classroom safety rules and regulations; and		
(B) follow emergency procedures as needed.		
(8) The student identifies and develops leadership characteristics. The student is expected to:		
(A) identify leadership characteristics; and	Unit 4: Professional Communication in the Workplace	Discussion 2

(B) participate in student leadership and professional development activities.	Unit 4: Professional Communication in the Workplace	Lesson 4
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:		
(A) exhibit ethical conduct;	Unit 6: Using Technology to Communicate	Lesson 4
(B) discuss copyright laws in relation to fair use and duplication of materials;	Unit 6: Using Technology to Communicate	Lesson 4
(C) analyze the impact of communications on society; and	Unit 6: Using Technology to Communicate	Lesson 1
(D) understand and exhibit digital citizenship.	Unit 6: Using Technology to Communicate	Lesson 1
10) The student applies technical skills for efficiency. The student is expected to:		
(A) employ planning and time-management skills to relate to professional communications; and	Unit 4: Professional Communication in the Workplace	Lesson 4
(B) use technology to enhance productivity.	Unit 6: Using Technology to Communicate	Lesson 3
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:		
(A) develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects;	Unit 1: How We Communicate	Lesson 2
(B) demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance;	Unit 1: How We Communicate	Lesson 1
(C) demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic;	Unit 1: How We Communicate	Lesson 4
(D) identify and analyze ethical and social responsibilities of communicators;	Unit 1: How We Communicate	Discussion 2
(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations;	Unit 4: Professional Communication in the Workplace	Lessons 1-4
(F) use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette;	Unit 1: How We Communicate	Lesson 3
(G) demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews;	Unit 4: Professional Communication in the Workplace	Lessons 1, 2
(H) identify and use appropriate strategies for communicating with a variety of audiences;	Unit 3: Communicating with Cultural Compentency	Lesson 3
(I) identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups;	Unit 7: Navigating Group Communications	Lessons 1-4
(J) communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups;	Unit 2: Emotions and Conflict in Communication	Lessons 2, 4

(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility;	Unit 8: Communicating Through Presentations	Lessons 1-4
(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources;	Unit 8: Communicating Through Presentations	Lessons 1-4
M) conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience;	Unit 8: Communicating Through Presentations	Lessons 1-4
(N) use appropriate techniques to manage communication apprehension and build self-confidence;	Unit 2: Emotions and Conflict in Communication	Lesson 3
(O) evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation;	Unit 8: Communicating Through Presentations	Lessons 1-4
(P) participate in an informative or persuasive group discussion;	Unit 7: Navigating Group Communications	Lessons 1-4
(Q) use a variety of strategies to acquire information from electronic resources;	Unit 6: Using Technology to Communicate	Lessons 1, 2
(R) acquire electronic information in a variety of formats;	Unit 6: Using Technology to Communicate	Lessons 1, 2
(S) use research skills and electronic communications;	Unit 6: Using Technology to Communicate	Lessons 1, 2
(T) format digital information for appropriate and effective communication in a product by defining the purpose, identifying the intended audience, and using the principles of page design such as leading, kerning, automatic text flow into linked columns, widows, orphans, and text wrap;	Unit 8: Communicating Through Presentations	Lessons 1-4
(U) apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity;	Unit 8: Communicating Through Presentations	Lessons 1-4
(V) develop and reference technical documentation; and	Unit 4: Professional Communication in the Workplace	Lesson 1
(W) deliver digital products in a variety of appropriate media.	Unit 4: Professional Communication in the Workplace	Lesson 1