

MODULE TITLE Professional Communication for Employability
MODULE CODE CMM172
EFFECTIVE FROM January 2025
MODULE LEVEL 4
CREDIT POINTS 20

MODULE INSTANCE(S)	Location	Semester	Module Coordinator	Teaching Staff
	Belfast	1	Faloon, Joanne	

HOURS
 Lectures 24 hrs
 Seminars 12 hrs
 Independent study 152 hrs
 Directed Study 12 hrs
TOTAL EFFORT HOURS 200 hrs

ACADEMIC SUBJECT Communication

RATIONALE

Courses that aim to prepare students for careers in the Communication Industries must instill early in students an appreciation of, and skills relating to:

- What the industries look like and how they work
- The academic theory that underpins that work
- The process of gaining work within them

Furthermore, courses with a placement module must ensure that students are fully enabled to access that opportunity.

Graduate Attributes - Through their participation in this module, students will develop as collaborative professionals, a thriving individual and active citizens. Students will strive to improve their employability opportunities by developing their personal and work experiences, and think about their future opportunities as active citizens and enhance their working prospects as thriving individuals contributing to the economy and making a difference in the jobs they undertake. Students will have the opportunity to apply what they have learned in the classroom through individual and collaborative working opportunities. Through their reflective coursework they will develop a continuous improvement mindset and identify skills they can improve which will in turn enhance their prospects for success when applying for job roles within the communication industry.

Education for Sustainable Development (ESD) and UN Sustainability Goals - Students will meaningfully engage with sustainability goals on this module. Students will have multiple opportunities to develop digital skills and communication technology, contributing to the goal 4: Quality Education, and in particular 4.4.1 as they develop their ICT skills in this area with the of the university employability platforms such as CV360, Interview360 and Handshake. Students will build on the types of skills required for future employment and gain invaluable

skills through working and collaborating with others, all which contribute to the goal of 5: Gender Equality and specifically 5.5.2 in the proportion of women who can pursue senior managerial positions in organisations, and goal 8: Decent Work and Economic Growth and goal 10: Reduce Inequalities, particularly 10.2, where all students will feel empowered and confident to strive for employment as they progress their CV, Interview Techniques, develop a skills action plan and engage with Industry Leaders in Communication.

AIMS

This module aims to provide an integrated introduction to the Communication Industries, Communication Theory, and employability skills by focusing students' efforts on preparing for placement and future employment.

LEARNING OUTCOMES

Successful students will be able to:

- 1 Demonstrate understanding of the Communication Industries including the range of types of organisation and sectors involved.
- 2 Understanding and apply basic Communication Theory concepts.
- 3 Prepare for and carry out a mock interview for a job in the Communication Industries.
- 4 Demonstrate skills of analysis and reflection.

CONTENT

Part 1: Learning about Communication work (The Communication Industries)

- History, development and convergence
- Economy
- Ethics, responsibility and sustainability

Part 2: Learning about how communication works (Communication Theory)

- Models of communication: traditional and updated for the digital age
- Structuralism
- Semiotics
- Power, ideology and representation

Part 3: Learning how to get Communication work (Employability skills)

- Skills Action Plan
- Building a digital presence (LinkedIn, twitter etc)
- Cover letters and CVs (incorporating linguistic pragmatic and discourse techniques)
- Interview technique (incorporating linguistic pragmatic and discourse techniques)
- Mock interviews

LEARNING AND TEACHING METHODS

Lectures will introduce and explain key concepts, theories and approaches within the study of the Communication Industries, Communication Theory and Employability, illustrating them with specific examples. Lectures will be partly interactive, using opinion polls, quizzes, and students' examples.

Seminars will revisit and consolidate lecture material, through (a) class and small group

discussion, (b) practical exercises using methods of analysis, (c) role-playing responses to scenarios and responses to scenarios.

Some seminar time will be given over to formative feedback via tutor input and peer review of each others' work.

Students will be directed to read chapters from key books, and watch relevant audio-visual material as well as being encouraged to read and watch further resources around the topic areas, in preparation for discussion in class and to complete assessment work.

Students will be expected to attend lectures and seminars; undertake preparation in advance of classes and make use of library and ICT resources; participate in class exercises and discussions; carry out independent study.

A number of guest speakers from UU Employability and from Industry will present to students to provide an indication of the key skills sought for a job role in communication.

This module is delivered by hybrid learning.

ASSESSMENT AND FEEDBACK

Written assignment [50%]

Students will write an individual 2000-word reflective report on their own personal and professional development from engaging in the practical activities of this module, underpinned with theory and academic support. The reflective report will be based on either Gibbs, G. (1988) Learning by doing reflective model OR Kolb (1984) Experiential learning model.

Through independent study, students will complete the following:

1. Skills Action Plan
2. LinkedIn Profile with work experience details
3. Interview 360 engagement
4. Student CV plus CV score rating from CV360
5. Cover Letter (use of a real or fictional job role that the student would be interested in)

Evidence of this practical work will be added as an appendices to the individual written report. Students are encouraged to understand their own development needs and how they will address these in preparation for placement opportunities and employability.

Kolb, D.A. (1984). Experiential learning: experience as the source of learning and development. Englewood Cliffs, NJ: Prentice Hall.

Gibbs G (1988). Learning by Doing: A guide to teaching and learning methods. Further Education Unit. Oxford Polytechnic: Oxford.

Class Test [50%]

Online test to assess understanding and application of material from different theoretical content delivered.

The test will include a range of multiple choice questions and short answer questions that require students to demonstrate knowledge and understanding of core theoretical communication concepts and industry application of these.

The class test will last 60 minutes thereby the equivalent of 10 credits / 50% of module coursework.

Assessment (100% Coursework)

Coursework 1 - Individual Written Reflective report - 2000 words worth 50% of module Word Count Equivalent 10 credits

The first piece of coursework worth 50% of the module involves the students individual 2000-word reflective report on their own personal and professional development from engaging in the practical activities of this module and relating this alongside theoretical perspectives explored relating to a professional role in the communication industry. The report must reference the students individual working document 'Skills Action Plan' where students are encouraged to understand their own development needs and how they will address these in preparation for placement opportunities and employability.

Appendices that must be included as part of the reflective report include Independent Study directed work including:

1. Skills Action Plan
2. LinkedIn Profile with work experience details
3. Interview 360 engagement
4. Student CV plus CV score rating from CV360
5. Cover Letter (use of a real or fictional job role that the student would be interested in)

Coursework 2 - Individual 1 hour Online Class Test - worth 50% of module Word Count Equivalent 10 credits

The second piece of coursework is a class test worth 50% of the module. Students will complete an online class test that will assess knowledge and understanding of the core elements of the different theories of communication. The test will include a number of multiple choice questions and short answer questions that will test students on the theoretical aspects of this module.

Feedback

The test will be online and generic feedback will be provided to all students.

Submission of and feedback on the individual written report assignment will be via Turnitin. Feedback will consist of in-text comments, a qualitative rubric and detailed overall written comment.

There will be weekly work related to different sections of each assignment, to allow students to develop their knowledge and skills in a 'step-by-step' fashion and to provide them with formative generic feedback from tutors in both verbal and written form.

100% Coursework

0% Examination

READING LIST

Required:

Cottrell, S. (2015) *Skills for Success: Personal Development and Employability*. 3rd ed. Palgrave Macmillan.

Hesmondhalgh, D. (2019). *The Cultural Industries* 4th edn. London: Sage.

McQuail, D. (2010) *McQuail's Mass Communication Theory* (6th ed) London: Sage.

Recommended:

Bauer, L. & Trudgill, P. (1998) *Language Myths* London, Penguin

Branston, G. and Stafford, R. (2010) *The Media Student's Book* (5th ed) London: Routledge

Chandler, D. (2007) *Semiotics: The Basics* (2nd ed) London: Routledge

Davis, A. (2013). *Promotional Cultures: The Rise and Spread of Advertising, Public Relations, Marketing and Branding*. London: Polity.

Delin, J. (2000) *The language of everyday life* London: Sage

Fawkes, J. (2017). *Public Relations Ethics and Professionalism: The Shadow of Excellence*. London: Routledge.

Fiske, J. (2010) *Introduction to Communication Studies* (3rd ed) London: Routledge.

Hartley, J. (2011) *Communication, Cultural and Media Studies: the Key Concepts* (4th ed) London: Routledge.

Holmes, K. (2017) *What Employers Want: The Employability Skills Handbook*. 2nd ed. Bath: Trotman Education

Johnstone, J. (2000). *The Job Application Handbook: 6th edition: Proven Strategies And Effective Techniques For Selling Yourself To An Employer*.

Mooney, A Stilwell Peccei, J. Labelle, S., Henriksen, B., Eppler, E., Irwin, A., Pichler, P., Preece, S. and S Soden (2011) *Language, Society & Power An Introduction* London: Routledge.

New, M. (2017). *The Competency Question Book for Job Interviews* 3rd Edn. Online: Createspace.

Parsons, P. (2016). *Ethics in Public Relations: A Guide to Best Practice* 3rd edn. London: Kogan Page.

Sage (2011). *Sage Brief Guide to Marketing Ethics*. London: Sage.

Schirato, T. (2000) *Communication and Culture: An Introduction*. London: Sage

Snyder, W. (2016). *Ethics in Advertising: Making the case for doing the right thing*. London: Routledge.

Thompson, N (2003) *Communication and Language* Basingstoke, Palgrave Macmillan

Trought, F. (2011) *Brilliant Employability Skills: How to Stand Out from the Crowd in the Graduate Job Market*. Upper Saddle River N.J.: Prentice Hall.

Tungate, N. (2013). *Adland: A Global History of Advertising* 2nd edn. London: Kogan Page.

Websites:

<https://www.ulster.ac.uk/employability>

<https://uk.indeed.com/career-advice/interviewing/interview-questions-for-students>

SUMMARY DESCRIPTION

The module introduces the knowledge and skills required to navigate understanding of the Communication Industries, and prepare for work within them.

This module prepares students to commence their professional journey and engage with industry peers with confidence and a plan for continued development of skills and proficiencies that are relevant to a job role suitable to their degree.