



UNIVERSITY VISION

A leading University in advancing scholarly innovation, multi-cultural convergence, and responsive public service in a borderless Region.

UNIVERSITY MISSION

The University shall primarily provide advanced instruction and professional training in science and technology, agriculture, fisheries, education and other related fields of study. It shall also undertake research and extension services, and provide progressive leadership in its areas of specialization.

UNIVERSITY STRATEGIC GOALS

- a. Deliver quality service to stakeholders to address current and future needs in instruction, research, extension, and production
- b. Observe strict implementation of the laws as well as the policies and regulations of the University
- c. Acquire with urgency state-of-the-art resources for its service areas
- d. Bolster the relationship of the University with its local and international customers and partners
- e. Leverage the qualifications and competences in personnel action and staffing
- f. Evaluate the efficiency and responsiveness of the University systems and processes

INSTITUTIONAL OUTCOMES (IO)

- a. Enhance competency development, commitment, professionalism, unity and true spirit of service for public accountability, transparency and delivery of quality services
- b. Provide relevant programs and professional trainings that will respond to the development needs of the region
- c. Strengthen local and international collaborations and partnerships for borderless programs
- d. Develop a research culture among faculty and students
- e. Develop and promote environmentally-sound and market-driven knowledge and technologies at par with international standards
- f. Promote research-based information and technologies for sustainable development
- g. Enhance resource generation and mobilization to sustain financial viability of the university

PROGRAM OUTCOMES (PO) COMMON TO ALL PROGRAMS AND ITS RELATIONSHIPS TO INSTITUTIONAL OUTCOMES

A graduate of Sultan Kudarat State University can:	INSTITUTIONAL OUTCOMES (IO)						
	a	b	c	d	e	f	g
a. discuss the current developments and advancements in the specific field of practice;		✓			✓		
b. demonstrate independently the 21 st century competencies and skills;	✓						
c. work collaboratively in multi-disciplinary and multi-cultural groups;			✓				
d. exhibit professional, social and ethical accountability;	✓						
e. preserve Filipino historical and cultural heritage;			✓				
f. generate new knowledge through data-driven research and development projects; and					✓	✓	✓

g. participate actively in the national, regional and local development plans.		✓			✓		✓	
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1 COURSE CODE GEC 001
2 COURSE TITLE Purposive Communication
3 PREREQUISITE None
4 CREDITS 3 units

5 COURSE DESCRIPTION

A three-unit course that develops students' communicative competence and enhances their cultural and intercultural awareness through multimodal tasks that provide them opportunities for communicating effectively and appropriately to a multicultural audience in a local or global context. It equips students with tools for critical evaluation of a variety of texts and focuses on the power of language and the impact of images to emphasize the importance of conveying messages responsibly.

6 COURSE LEARNING OUTCOMES (CLO) AND ITS RELATIONSHIPS TO PROGRAM OUTCOMES

Course Learning Outcomes (CLO)	Program Outcomes						
	a	b	c	d	e	f	g
At the end of the course, a student can:							
a. Describe the nature, elements and functions of verbal and non-verbal communication in various and multicultural contexts;	✓	✓				✓	
b. Explain how cultural and global issues affect communication;		✓	✓			✓	
c. Convey ideas through oral, audio-visual, and/or web-based presentations for different target audiences in local and global settings using appropriate registers;	✓	✓					
d. Create clear, coherent, and effective communication materials;		✓					
e. Write and present academic papers using appropriate tone, style, convention and reference styles;	✓		✓	✓	✓		
f. Appreciate the differences of the varieties of spoken and written language;	✓	✓		✓			
g. Adopt awareness of audience and context in presenting ideas.	✓	✓	✓		✓	✓	

7 COURSE CONTENTS

WEEK	CONTENT	INTENDED LEARNING OUTCOMES(ILOs)	TEACHING AND LEARNING ACTIVITIES (TLA)	OUTCOMES-BASED ASSESSMENT (OBA)	COURSE LEARNING OUTCOMES (CLOs)
1	Course Orientation <i>SKSU VMGO, Classroom Policies, Course Overview, Course Requirements, Grading System</i>	By the end of this lesson, students should be able to: a. discuss the University's VMGO, classroom policies, course overview, requirements and grading system	Discuss the VMGO of the University, the classroom policies, scope of the course, course requirements and grading system		a,b,c,d,e,f,g
2	Understanding 21st Century Communication a. Discuss communication processes, principles and ethics.	By the end of this lesson, students should be able to: a. explain the principles, process of communication and the ethical considerations in communication b. elucidate how communication skills help resolve problems, better understand new	a. Lecture & Discussion b. Case Study Analysis c. Creative workshop	a. Short Quiz b. Concept mapping c. Slogan creation and presentation	a,g

		c. concepts, and aid in your profession c. frame a slogan about how the knowledge of the communication process aids people in communicating effectively.			
3	b. Communication and Globalization c. Local and Global Communication in Multicultural Settings	By the end of this lesson, students should be able to: a. Write a reaction paper on communication challenges in a global atmosphere and methods for effective and ethical global communication b. create a two-minute informative video about communication and globalization c. cite examples on how to enhance one's ability to communicate with the people from diverse culture d. create a three-to four-minute presentation about various cultural modes of communication of a certain country	a. Reading Assignment and Guided Discussion b. Video Production Workshop c. Collaborative Brainstorming d. Lecture and Discussion	a. Two-Minute Informative Video b. brainstorming sessions output	a,b,c,g
4	d. Varieties and Registers of Spoken and Written Language e. Evaluating Messages and/or images of different types of texts reflecting different cultures	By the end of this lesson, students should be able to: a. can apply the varieties and registers of spoken and written Language b. analyze media messages and/or images using Key Concepts of Media Literacy framework c. create a multimodal advertisement of a cause-oriented event	a. Lecture and discussion b. Role-Playing and Writing Exercise c. Media Message Analysis d. Advertisement Planning and Creation	a. Role-Play Performance b. Short written quiz Advertisement creation	a,c,d,f
5	Communication aids and strategies using tools of technology a. Preparing Multimedia Presentation	By the end of this lesson, students should be able to: a. Describe the characteristics of a multimedia presentation. b. Create a multimedia presentation showcasing one's culture c. Enumerate the steps in making effective multimedia presentation	a. Lecture and discussion b. Think-square-and-share c. Media literacy analysis	a. Quiz b. Seatwork c. Media Analysis Report	c,d

6	b. Preparing Pecha Kucha Presentation c. Blogging	By the end of this lesson, students should be able to: a. Describe the steps in making Pechakucha b. present a Pecha Kucha about one's region c. Discuss the ways of introducing a blog d. create a blog promoting one's unique culture and tradition	a. Lecture and discussion b. Think-pair-share c. Blog	a. Creative output of Blog b. Quiz	,c,d
7	Communication for Various Purposes a. Informative, Persuasive, and Argumentative Communication	By the end of this lesson, students should be able to: a. Evaluate the different types of communication. b. create a public service announcement regarding environmental disaster preparedness employing the concepts of informative, persuasive, and argumentative communication.	a. Source Analysis b. Lecture and Discussion: Oral Presentation c. Comparative Analysis	a. Reaction/reflection paper b. Short quiz c. Public service announcement role playing	a,c,d
8	d. Public Speaking	By the end of this lesson, students should be able to: a. compare and contrast the different modes of delivering a speech b. deliver effectively a message to an audience	a. Lecture and Discussion: Oral Presentation b. Speech Delivery	a. Short Quiz b. Speech delivery performance	A,c,g
9	MIDTERM EXAM				
10	b. Making Inquires	By the end of this lesson, students should be able to: a. write effective letters of inquiry b. create incident report template c. provide information accurately	a. Lecture and Discussion: Oral Presentation b. Letter writing analysis	a. Graded oral presentation of information accuracy b. Quiz c. Submission of incident report and letter of inquiry	d

11	Communication for Work Purposes a. Communication for Business and Trade b. Writing Business and Technical Reports	By the end of this lesson, students should be able to: a. Identify strengths and needed skills for improvement b. Construct personal and business SWOT analysis c. explain the classifications, parts, and types of reports d. Write a sample report applying the principles of report writing style	a. Lecture and Discussion b. SWOT analysis group activity	a. Quiz b. Swot analysis c. Sample report writing	a,g,e
12	c. Communication for Employment: The Resume	By the end of this lesson, students should be able to: a. Use personal SWOT analysis or personal writing exercises in planning what to write in a resume b. write an effective and appropriate print and scannable resume	a. Lecture and Discussion b. Personal SWOT and Career Planning c. Resume writing	a. Graded oral presentation b. Quizzes c. Resume writing submission	E,d,g
13	d. Communication for Employment: The Application Letter	By the end of this lesson, students should be able to: a. Write an application letter b. Use the appropriate tone in persuading a prospective employer	a. Lecture and Discussion b. Application Letter Writing c. Tone and persuasion practice	a. Quiz b. Essay c. Application letter	E,g
14	e. Communication within a Company: The Memorandum f. Writing Minutes of Meeting	By the end of this lesson, students should be able to: a. Discuss the parts and purpose of a memo b. Explicate the content of the memo c. Explain the importance of taking minutes of the meeting d. Write minutes of a meeting	a. Lecture and Discussion b. Memo content analysis c. Minute taking importance and technique practice	a. Quiz b. Writing tasks	A,d

15	Communication for academic purposes a. Avoiding plagiarism. b. Writing a Research Proposal: The Topic Proposal c. Writing a Research Proposal: The Introduction	By the end of this lesson, students should be able to: a. illustrate the differences and similarities of quotes, phrases, and summaries b. write an acceptable summary and a paraphrase c. identify research gap, research objective, and research problem d. write research objective and research problem e. write a research introduction	a. World Café Activity: Students rotate between discussion stations. b. Lecture and Discussion c. Online Scavenger hunt	a. comparison Exercise Submission b. writing task assignments	a,e
16	d. Writing a Research Proposal: The Method e. Writing Literary Analysis	By the end of this lesson, students should be able to: a. write the method of a research proposal b. write a literary analysis essay	a. Lecture and Discussion b. Writing methods c. Writing literary analysis essay	a. Submission of writing tasks	e
17	f. Writing Political Analysis Paper g. Academic Presentations	By the end of this lesson, students should be able to: a. differentiate a political science analysis paper from literary analysis paper b. write a political analysis paper c. illustrate the three P's of Academic Presentation d. Present a research proposal	a. Lecture and discussion b. Writing political analysis paper c. Group activity	a. Submission of writing tasks b. Case study presentation	A,e,c,g
18	FINAL EXAMINATION				

Total No. of Hours : 54

8 COURSE REQUIREMENTS AND COURSE POLICIES

Each student is required to:

COURSE REQUIREMENTS

1. act respectfully, responsibly and with maturity;
2. arrive each day on time and be ready for instruction;
3. submit accomplished assignments, problem sets present an oral case study presentation;
4. make a PowerPoint presentation, and a written summary of the assigned report;

5. discuss an assigned topic to report and participate in class discussions; and
6. pass the major exams (midterm and final)
7. must not hesitate to consult the professor when there are important concerns.

COURSE POLICIES

Attendance: A student will be marked late if he/she enters the class 5 minutes after start of class period.

Any student who comes to class 15 minutes after the scheduled time or always late for three consecutive meetings shall be marked absent.

Missed work or exam: Any student who missed to submit a work assignment or to take a test should consult the concerned instructor for immediate compliance

Cheating and Plagiarism: Any student who committed any form of academic dishonesty (e.g., copy-paste plagiarism) shall be given disciplinary action provided in the SKSU Student's Handbook

Use of Technology: Cell phones should be turned off while the session is in progress. Using laptops, notebook PCs, smart phones, and tablets shall be allowed only when needed.

9 GRADING SYSTEM

GRADING SYSTEM

Midterm Grade	
Midterm Examination	50%
Individual/group activities	15%
Attendance/Class Participation	15%
Quizzes Attendance/ Class Participation	10%
Assignment	10%
TOTAL	100%

Final Grade	
Midterm Examination	50%
Individual/group activities	15%
Attendance/Class Participation	15%
Quizzes Attendance/ Class Participation	10%
Assignment	10%
TOTAL	100%

10 REFERENCES

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