



**COURSE SYLLABUS**  
**GEC 001 (PURPOSIVE COMMUNICATION)**  
**1<sup>st</sup> Semester SY 2025-2026**

**VISION**

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

**STRATEGIC GOALS**

**D**eliver quality services to stakeholders to address current and future needs in instruction, research, extension, and production.

**O**bserve strict implementation of the laws as well as the policies and regulations of the University

**A**cquire with urgency state-of-the-art resources for its service areas.

**B**olster the relationship of the University with its local and international customers and partners.

**L**everage the qualifications and competence in personnel action and staffing

**E**valuate the efficiency and responsiveness of the University systems and processes.

**MISSION**

The University shall primarily provide advanced instruction and professional training in science and technology, agriculture, fisheries, education, and other relevant field of study. It shall also undertake research and extension service; provide progressive area of leadership in its area of specialization.

**UNIVERSITY OBJECTIVES**

- a. Enhance competency development, commitment, professionalism, unity, and true spirit of service for public accountability, transparency, and deliver of quality service.
- 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 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 (CMO 46 s. 2012)**

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 <sup>st</sup> 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.	✓	✓	✓	✓	✓	✓	✓

1. Course Code : GEC001
2. Course Title : PURPOSIVE COMMUNICATION
3. Pre-requisite : None
4. Credit : 3 units

**5. Course Description:**

Purposive communication is a three-unit course that develops students' communicative competence and enhance 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. The knowledge, skills, and insights gained from this course may be used in their other academic endeavors, their chosen disciplines, and their future careers as they compose and produce relevant, oral, and written output for various purposes.

**5. Course Learning Outcomes and Relationships to Program Educational Objectives**

Course Learning Outcomes						Program Objectives				
						a	b	c	d	e
At the end of the semester, the students can:						/	/	/	/	/
a) describe the nature, elements, and functions of verbal and non-verbal communication in various multicultural contexts;						/	/	/	/	/
b) explain how cultural and global issues affect communication;						/	/	/	/	/
c) create clear, coherent, and effective communication materials;						/	/	/	/	/
d) write and present academic papers using appropriate tone, style, convention, and reference style;						/	/	/	/	/
e) appreciate the differences of the varieties of spoken and written language;						/	/	/	/	/
f) adopt awareness of audience and context in presenting ideas.						/	/	/	/	/

**6. Course Content**

Course Objectives, Topics, Time Allotment	Desires Student Learning Outcomes	Outcome-Based Assessment (OBA) Activities	Evidence of Outcomes	Course Objectives	Program Outcomes	Values Integration
MIDTERM PERIOD						
<b>Topic 1: SKSU VMGO, Classroom Policies, Course Overview, Course Requirements, Grading System (1 hour)</b>						
1.1 Discuss the VMGO of the University, classroom policies, scope of the course, course requirements, and grading system.	Students can be aware of and appreciative of the University's VMGO, classroom policies, course overview, requirements, and grading system.	Individual participation in class discussion and group presentation using a rubric to assess quality of participation.				Value of appreciation
<b>Topic 2: Understanding 21<sup>st</sup> Century Communication (6 hrs)</b>						
2.1 Discuss communication processes, principles, and ethics 2.2 Communication and Globalization 2.3 Local and Global Communication in Multicultural Settings	At the end of these weeks, the English major students should be able to:  a. explain the principles and process of communication and the ethical	Oral recitation  Reflection paper	Quiz	ab	abcde	Values of cooperation and participation

<p>2.4 Varieties and Registers of Spoken and Written Language</p> <p>2.5 Evaluating messages and/or images of different types of texts reflecting different cultures</p>	<p>considerations in communication;</p> <ul style="list-style-type: none"> <li>b. apply varieties and registers of spoken and written language in a proper context;</li> <li>c. analyze media messages and/or images using Key Concepts of Media Literacy framework;</li> <li>d. frame a slogan about how communication process aid people in communicating effectively;</li> <li>e. create a two-minute informative video about communication and globalization</li> </ul>					
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<b>Topic 3: Communication Aids and Strategies Using Tools of Technology (3 hrs)</b>						
3.1 Preparing Multimedia Presentation	At the end of these weeks, the English major students should be able to:	Oral recitation Group presentation Seatwork	Quiz	ab	abcde	Value of cooperation and presentation
3.2 Preparing Pecha Kucha Presentation	a. create multimedia presentation showcasing one's culture; b. create a blog promoting one's culture and tradition					Value of self-reliance
3.3 Blogging						

#### FINAL PERIOD

<b>Topic 4: Communication for Various Work Purposes (12 hrs)</b>						
4.1 Informative, Persuasive, and Argumentative Communication	At the end of these weeks, the English major students should be able to:	Oral recitation Small group discussion Quiz	Quiz	ab	abcde	Value of cooperation and participation
4.2 Public Speaking						
4.3 Making Inquiries						

	a. compares and contrast different modes of delivering a speech. b. deliver effectively a message to an audience. c. creates a public announcement regarding environmental preparedness	Oral recitation Quiz	ab ab	values of cooperation and participation
	Topic 6: Communication for Work Purposes (12 hrs) 5.1 Communication for Nurses: Writing Basic Patient Notes;	At the end of these weeks, the English major students should be able to:		
5.2 Communication for Journalists; Writing a Lead;	b. organizes details gathered from the informants.	Small group discussion		
5.3 Tour Guiding;	b. identify essential details of a lead;	Quiz		
5.4 Communication for Teachers; Story Telling	c. identify strength and needed skills for improvement;			
5.5 Communication for Business and Trade	d. discuss parts of a memo, classifications,			
5.6 Writing Business and Technical Reports	e. explain parts, and types of letter, f. writes an application letter			
5.7 Communication for Employment: The Application Letter				
5.8 Communication for Employment: The Resumes				
5.9 Communication within a Company: The Memorandum				

5.10 Writing Minutes of Meeting							
<b>Topic 6: Communication for Academic Purposes (22 hrs)</b>							
6.1 Avoiding Plagiarism	At the end of these weeks, the English major students should be able to:	Oral presentation	Quiz	ab	abcde	Value of participation	
6.2 Writing a Research Proposal: The Topic Proposal		Quiz				Value of self-reliance	
6.3 Writing a Research Proposal: The Introduction	a. illustrate the differences and similarities of quotes, phrases, and summaries; b. identify research gap, objectives, and problems; c. write a political analysis paper	seatwork					
6.4 Writing a Research Proposal: The Method							
6.5 Writing Literary Analysis							
6.6 Writing Political Analysis Paper							
6.7 Academic Presentations							
<b>TOTAL NO. OF HOURS: 54 hours</b>							

## 7. Course Evaluation

Course Requirements	Attendance Class Participation Seatwork/Quizzes Written/Major Examination
Course Policies	All students must adhere to the guidelines: <ul style="list-style-type: none"> <li>• arrive on time and be ready for class discussion;</li> <li>• follow the school dress code;</li> <li>• all phones must be kept and put on silent mode unless there is an instruction to use it;</li> <li>• maintain silence during oral recitations/reports;</li> <li>• cooperate in classroom activities;</li> <li>• see the professor when there are important concerns; and</li> <li>• treat everyone with respect, act responsibly and with maturity.</li> </ul>

Grading System	Exam	50%
	Class participation	40%
	Attendance	10%
	<b>TOTAL</b>	<b>100%</b>

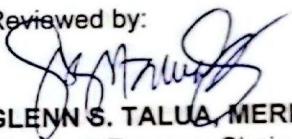
#### 8. References

- Lucas, S. (2007) The art of public speaking. McGraw-Hill Companies, NY.  
 Magan, R. et. al (2018) Purposive Communication in the 21<sup>st</sup> Century. Mindshapers Co., Inc.  
 Wakat, G. et al 92018) Purposive Communication. Lorimar Publishing, Inc. Quezon City, Metro Manila

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