



**COURSE OUTLINE**  
**Palo Verde College**  
**One College Drive, Blythe, CA 92225**  
**(760) 921-5500**

Course Control Number: 000396361

Latest Revision: 12/8/09

Board Approval: 1/26/10

**1. Course Information. Course Initiator: Doretha Jones**

Subject Area and Course Number: <b>ABE 011</b>		Course Title: <b>Communicating With Customers®</b>			
New Course <input type="checkbox"/> Revised <input type="checkbox"/> Updated <input checked="" type="checkbox"/>		Static ID <b>C01103</b>		TOP Code <b>0509.40</b>	Credit Status Request <b>N=Noncredit</b>
Classification <b>L=Not Applicable</b>		SAM Code <b>C=Clearly occupational</b>			Course prior to college level <b>Y=Not applicable</b>
Noncredit category <b>I=Short-term vocational</b>		Meets a unique need: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Course duplicated: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		Demand/Enrollment Potential: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Transfer request <b>C=Non-transferable</b>		Articulation request: UC <input type="checkbox"/> CSU <input type="checkbox"/> CSU-GE <input type="checkbox"/> IGETC <input type="checkbox"/> CAN <input type="checkbox"/>			
Basic Skills <b>N=Not a Basic Skills Course</b>		Funding Agency <b>Y=Not Applicable</b>			Course Program Status <b>2=Stand-alone</b>
Co-Op Status <b>N=Not Part of a Co-Op Program</b>		Special Class Status <b>N=Course is Not a Special Class</b>			

2. Some or all aspects of this course may be delivered in a Distance Education mode: Yes  No   
 If checked yes, all questions pertaining to Distance Education must be answered.

3. This course has laboratory or clinic/field hours: Yes  No   
 If checked yes, this outline must include a list of laboratory or clinic/field activities or topics.

4. This course has prerequisites, co-requisites, or advisories: Yes  No   
 If checked yes, please complete a [Prerequisite Justification Form](#).

5. Curriculum Committee Approval Date: 12/17/09

6. After Curriculum Committee approval, the following is to be completed by the Office of Instruction:

TRANSFER APPROVAL STATUS	ARTICULATION APPROVAL STATUS					
	Approval Pending	Not Requested	Date of Submission	Approval Pending	Approval Denied	Date Approved
UC	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
CSU	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
CSU-GE	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
IGETC	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
CAN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	

**CATALOG DESCRIPTION:**

This course is designed to introduce the student to key fundamentals of effective communication within business organizations. Topics will include verbal and nonverbal communication, listening skills and specific supervisory communication skills.

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**UNITS:**

**FACE TO FACE:**            **Hours Per Week:** **Lecture:** 8   **Laboratory:**            **Clinic/Field:**

**DISTANCE EDUCATION:**

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**ENTRY LEVEL SKILLS, PRE-REQUISITES, CO-REQUISITES AND ADVISORIES:**

None

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**OBJECTIVES and LEARNING OUTCOMES:**

**Upon successful completion of the course the student will be able to:**

1. Describe the communication process.
  2. Characterize various methods of communication.
  3. Distinguish between the various obstacles that get in the way of effective communication.
  4. Experiment with different effective listening techniques.
  5. Conduct a meeting utilizing the principles learned.
  6. Ascertain the effectiveness of a meeting.
  7. Organize an effective business presentation.
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**COURSE OUTLINE AND SCOPE:**

**1. Outline of Topics or Content:**

1. Setting the Stage for Effective Communication
2. Methods of Communication:
  - a. Non-verbal
  - b. Spoken communication
  - c. Telephone communication
3. Developing Listening Skills
4. Obstacles of Effective Communication
5. Conducting Meetings
6. Organizing and Giving Presentations

**2. If a course contains laboratory or clinic/field hours, list activities or topics:**

**3. Examples of Reading Assignments:**

1. Textbook
2. Current articles in newspapers, magazines, and business periodicals
3. Materials handed out in class

**4. Examples of Writing Assignments:**

Written case analysis

**5. Appropriate Assignments to be completed outside of class:**

- 1. Analyze case problems
- 2. Obtain articles from outside publications

**6. Appropriate Assignments that demonstrate critical thinking:**

- 1. Analyze case problems to determine facts, identify reasons, and apply the concepts learned in making decisions.
- 2. Utilize problem solving techniques in dealing with supervisory situations.

**7. Other Assignments:**

**8. Indicate any assignments that are unique to the Distance Education mode of delivery:**

**METHOD OF EVALUATION—FACE TO FACE:**

- 1. Oral and/or written case analysis
- 2. Oral and/or written action plans
- 3. Class participation

**METHOD OF EVALUATION—DISTANCE EDUCATION:**

**METHOD OF INSTRUCTION—FACE TO FACE:**

- 1. Textbook
- 2. Current articles in newspapers, magazines, and business periodicals
- 3. Materials handed out in class

**METHOD OF INSTRUCTION—DISTANCE EDUCATION:**

**REPRESENTATIVE TEXTBOOKS, AND OTHER READING AND STUDY MATERIALS:**

**This section shall include author(s), title, and current publication date of all representative materials.**

Marilyn Satterwhite and Judith Olson-Sutton, Ph. D., Business Communication at Work, Glencoe Publishing  
 Decker, The Art of Communicating, Crisp Publishing Company  
 Handouts distributed by instructor

**SIGNATURES:**

**COURSE INITIATOR:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**LIBRARY:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**CHAIR OF CURRICULUM COMMITTEE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**SUPERINTENDENT/PRESIDENT:** \_\_\_\_\_ **DATE:** \_\_\_\_\_