

***Communications Unit Instructions***

**Course**

Intro to Business and Marketing

**Objectives:**

* Explain the types of communication
* Describe the components of the listening process
* Explain the importance of effective communication
* Describe techniques for achieving effective communication
* Analyze cross-cultural communication

**TN State Standards:**

**Career Exploration of Business Management, Finance, and Marketing Careers #5**

Compare and contrast skills for communicating professionally in business as well as informally in everyday social interactions. Differentiate between verbal and nonverbal communication. List specific techniques for effective communication and evaluate how different cultures attach different meanings to communication techniques.

**Essential Questions**

* Why is effective communication one of the most important skills that employers seek?
* How do you determine the most effective form of business communication?
* How can you use language to empower yourself?
* How does our culture influence our communication behaviors?
* How can I change the way I communicate to be more professional?

**Duration**

1 week

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| ACTIVITIES | | | |
| **Assignment** | **Due**  **Date** | **Date Completed** | **Grade** |
| Communications Unit PowerPoint |  |  |  |
| Activity: Types of Communication |  |  |  |
| Activity: How Well Do You Listen Quiz |  |  |  |
| Activity: Listen! Hear! |  |  |  |
| Activity: Verbal vs. Non-Verbal Communication |  |  |  |
| Activity: Test Your Emotional Intelligence |  |  |  |
| Activity: Power of Words |  |  |  |
| Activity: What’s Your Point? |  |  |  |
| Project: Workplace Customs Around the World Infographic |  |  |  |
| What is Netiquette? |  |  |  |

**\* All activities and PowerPoint are located on my website (bkavass.weebly.com) \***