



School of Business and Leadership  
MMC 120  
Communicative Writing  
Winter 2024  
3 Credits

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Course Outline

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**INSTRUCTOR:** Carleen Kerr

**OFFICE HOURS:** By appointment

**OFFICE LOCATION:** n/a

**E-MAIL:** carleen.kerr@yukonu.ca

**TELEPHONE:** (867) 335-6805

**DATES:** Jan. 3 – Apr. 19, 2024

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**COURSE DESCRIPTION**

Success in multimedia communications depends largely on the effectiveness of written messages. This course will prepare you to write engaging scripts for various media, including writing for print, radio, television, and web. You will be encouraged to improve the quality of your writing by focusing on target audience, diplomacy, organization and grammar. In addition, peer reviewing and editing of drafts will help you develop an appreciation for the writing process and the skills needed to critically evaluate your own work. You will finish the course with samples of industry-relevant creative writing that can be added to your professional portfolios.

**COURSE REQUIREMENTS**

None

**EQUIVALENCY OR TRANSFERABILITY**

AI GD 350 (3) AU ENGL 155 (3) CAPU SMNS 1xx (3)  
COTR No Credit KPU SOBU 1xxx (3) NIC ENG 1xx (3)  
SFU CMNS 2xx(3) TRU-OL CMNS 1xx1 (3) TWO COMM 100 lev (3)  
UBCO No Credit UCW COMM 205 (3) UNBC SOSC 1xx (3)  
UVIC WRIT 100 lev (1.5)

## LEARNING OUTCOMES

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

- Write appropriately for a given medium and audience.
- Write for a variety of production genres including advertisements, news, public relations, and public service announcements.
- Write in an active voice.
- Edit for accuracy and brevity using editing and proofreading skills.
- Create strong writing samples for their future portfolios.

## COURSE FORMAT

### Weekly breakdown of instructional hours and delivery format

This is a hybrid course. The two-hour weekly classes will aim to be interactive and varied. To cater to a variety of learners, lectures using multimedia and group work will be employed.

Additional work will be assigned online. All students will complete the same week of work at the same time; however, they may log-in and complete the work at any time during the week.

Email and frequent internet access are an important part of this course. The instructor will communicate through email, Moodle and in person.

## EVALUATION

Module Assignments	40%
Client/Portfolio Assignments	60%
Total	100%

### Module Assignments:

Writing assignments make up 40% of your mark. These assignments will include:

Module Assignments	% of Final Mark
Media Advisory	5
News Release	5
Backgrounder and Fact Sheet	5
Strategic Message Planner	5
Radio Advertisement	5
News Media Story	5
Writing for Web/Social Media	5
Print Ad	5

## Client/Portfolio Assignments:

Your client/portfolio assignments will be for real clients. The writing you do for these clients will make up 60% of your mark. You are responsible for finding clients to work with for these assignments.

Client/Portfolio Assignments	% of Final Mark
<b>Digital media kit</b> (news release, background, fact sheet). Select your own client.	30
<b>Integrated Advertising Project</b> (strategic message planner; print ad; radio ad script). Select your own client.	30

**NOTE:** Late assignments will be penalized by **5% per day to a maximum of 7 days**, after which they will not be accepted unless there is a legitimate excuse approved by the instructor in advance of the deadline.

## COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

## TEXTBOOKS & LEARNING MATERIALS

Roberts, J. *Writing for Strategic Communication Industries*, The Ohio State University. This is a free online textbook. It can be found online at - <https://ohiostate.pressbooks.pub/stratcommwriting/>

## ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

## ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations

(available on the Yukon University website). It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): [LearningAssistanceCentre@yukonu.ca](mailto:LearningAssistanceCentre@yukonu.ca).

## TOPIC OUTLINE

Module	Topic
Module 1 You as a Strategic Writer	Introduction to class community and course format; situating yourself as a strategic communicator  Strategic Writing fundamentals
Module 2 Writing for Public Relations	Writing for Media - Media Kits, Media Advisories, Media Releases, Backgrounders, Fact Sheets, Feature Stories
	Writing for Websites and Social Media
Module 3 Writing for Advertising	Strategic Message Planners
	Radio Ads
	Print Ads