



COURSE OUTLINE

MMC120

COMMUNICATIVE WRITING

45 HOURS

3 CREDITS

PREPARED BY: Hillarie Zimmermann
Instructor Name

DATE: October 7, 2014

APPROVED BY: 
Dr. Andrew Richardson, Dean

DATE: _____

YUKON COLLEGE

Copyright October, 2014

All right reserved. No part of this material covered by this copyright may be reproduced or utilized in any form or by any means, electronic or mechanical, traded, or rented or resold, without written permission from Yukon College.

Course Outline prepared by Hillarie Zimmermann, October 7, 2014

Yukon College
P.O. Box 2799
Whitehorse, YT
Y1A 5K



APPLIED ARTS DIVISION
Communicative Writing
3 Credit Course
Winter 2015

Communicative Writing

INSTRUCTOR: Hillarie Zimmermann **OFFICE HOURS:** By appointment

OFFICE LOCATION: A2404 **CLASSROOM:** T1030A

E-MAIL: hzimmermann@yukoncollege.yk.ca **TIME:** 1:00 - 4:00 pm

TELEPHONE: (867) 668-8869

DATES: Thursdays

COURSE CALENDAR DESCRIPTION

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

PREREQUISITES

None

EQUIVALENCY OR TRANSFERABILITY

AI GD 350 (3)

KWAN SOBU 1XX (3)

TRU-OL CMNS 1XX1 (3)

UNBC SOSC 1XX (3)

AU ENGL 155 (3)

NIC ENG 1XX(3)

TWU COMM 100 lev (3)

UVIC WRIT100 lev (1.5)

CAPU CMNS 1XX (3)

SFU CMNS 2XX(3)

UCW COMM 205(3)

LEARNING OUTCOMES

The successful completion of this course indicates that you have reliably demonstrated the ability 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.

DELIVERY METHODS

This is a classroom-based course. Classes will aim to be interactive and varied. In order to cater to a variety of learners, lectures using multimedia and group work will be employed.

ASSESSMENTS

Attendance:

Success in this course depends on attendance. It is your responsibility to take notes, to obtain missed assignments, announcements or material handouts for any classes you have missed.

Scenario Assignments:

Your scenario writing assignments make up 50% of your mark. Some of these will be brief take-home assignments, and some will be completed in class. These assignments will include:

	Scenario Assignments	% of Final Mark
1	Print News Release	5
2	Backgrounder and Fact Sheet	5
3	Strategic Message Planner	7
4	Radio Advertisement	5
5	Newsletter Story	5
6	Web/Social Media Writing	7
7	Podcast Script	5
8a&b	Print Ad Copy and Design	6
9	Sales/Fundraising Letter	5

Client/Portfolio Assignments:

Your client/portfolio (take-home) assignments will be for real clients. The writing you do for these clients will make up 50% of your mark.

Portfolio Assignments	% of Final Mark
Digital media kit (print news release, backgrounder, fact sheet). Select your own client.	20
Integrated Advertising Project (situation analysis; strategic message planner; print ad; radio commercial script; TV commercial script; production of either radio commercial or TV commercial) and presentation. Select your own client. <ul style="list-style-type: none">○ IAP update memo○ Strategic message planner○ Project and presentation	30

Written Assignments

Please note written assignments are due at the beginning of the class for which they are assigned. Late assignments will have 5% deducted for every day they are late. **Assignments more than one week late will not be accepted.** All assignments must be proofed and held to professional writing standards. Please see the rubric for each assignment for a detailed description of specific marking criteria.

EVALUATION

Deliverables	% of Final Mark
Weekly Scenario Writing Assignments	50%
Client/Portfolio Projects	50%
Final Presentation	0%*

*Must be completed to pass course

REQUIRED TEXTBOOKS AND MATERIALS

Marsh, C. Guth, D. & Short, B. *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More* (2nd Edition), Allyn and Bacon, 2009.

USB storage device

Headphones that connect to the computers in class

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

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 College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or lassist@yukoncollege.yk.ca.

WRITING CENTRE

All students are encouraged to make the Writing Centre a regular part of the writing process for coursework. Located in C2231 (adjacent the College Library), the Writing Centre offers half-hour writing coaching sessions to students of all writing abilities. Coaching sessions are available in person and through distance technologies (e.g., email plus Skype or phone). For further information or to book an appointment, visit the Centre's website: www.yukoncollege.yk.ca/student_info/pages/writing_centre.

COURSE OUTLINE

Date	Topic	Assignment SA = Scenario Assignment PA = Portfolio Assignment	Reading
Week 1 Jan. 8	Overview of Strategic Writing		p. 1-40
Week 2 Jan. 15	Public Relations and News Releases	SA 1: News Release (in class) PA 1: Digital Media Kit (begin)	“Strategic Writing in Public Relations” p. 41-42 “News Release Guidelines” p. 43-64
Week 3 Jan. 22	Media Kits	SA 2: Backgrounder and Fact Sheet (in class)	“Media Kit Guidelines” p. 76-84
Week 4 Jan. 29	Strategic Message Planners	SA 3: Strategic Message Planner (take home; due next week)	“Strategic Writing in Advertising” p. 133-164 “Strategic Message Planners” p. 119-132
Week 5 Feb. 5	Radio Advertisements	SA 4: Radio Advertisement (begin in class and complete at home; partner assignment; due next week)	“Radio Advertisements” p. 139-143
Week 6 Feb. 12	Newsletter and Magazine Stories	SA 5: Newsletter Story (in class)	“Newsletter and Magazine Stories” p. 87-94
Week 7 Feb. 19	Speeches	PA1: Digital Media Kit Due PA 2: Integrated Advertising Project (introduction)	“Speeches” p. 99-104

Week 8 Feb. 26	Web/Social Media Writing	SA 6: Web Writing (partner assignment, due March 12)	“Websites and Social Media” p. 16-20; 105-111; 115-118
Week 9 March 5	Podcast Scripts	SA 7: Podcast Script (take home; due next week) DUE: IAP memo to instructor, specifying partner(s), client and product.	“Podcasts” p. 112-114
Week 10 March 12	Print Ads (copy)	SA 8a: Print Ad Copy (begin in-class and complete at home; copy to be combined with next week’s design. Due: April 2)	“Print Advertisements” p. 133-137
Week 11 March 19	Reading Week - March 16 to 20		
Week 12 March 26	Print Ads (design)	SA 8b: Print Ad Design (Due: April 2) Due: IAP strategic message planner	
Week 13 April 2	Business Correspondence	SA 9: Sales Letter (in-class)	“Business Letters” p. 203-206 “Bad-News Letters” p. 208-211 “Sales Letters” p. 177-186
Week 14 April 9	Presentations	Presentations of Integrated Advertising Projects IAPs due	