



## COURSE OUTLINE

### **MMC 120** **Communicative Writing**

3 CREDITS

PREPARED BY: Hillarie Zimmermann, Instructor

DATE: October 19, 2020

APPROVED BY: Ernie Prokopchuk, Interim Dean

DATE: November 11, 2020

APPROVED BY SENATE: Click or tap to enter a date

RENEWED BY SENATE: Click or tap to enter a date



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## Communicative Writing

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### **INSTRUCTORS:**

Hillarie Zimmermann - Office Hours: Tuesday 1:30-3:00 p.m.

Colleen Grandy - Office Hours: Tuesday 1:30-3:00 p.m.

**OFFICE LOCATION:** A2431

**CLASSROOM:** Online (Moodle)

**E-MAIL:** [hzimmermann@yukonu.ca](mailto:hzimmermann@yukonu.ca), [cgrandy@yukonu.ca](mailto:cgrandy@yukonu.ca)

**TELEPHONE:** 867-668-8758 & 867-668-8834

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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.

### **PREREQUISITES**

None

### **RELATED COURSE REQUIREMENTS**

You will need to have access to a computer to complete the work for this course.

## 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 SOSOC 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

Online (asynchronous with scheduled deliverables) – There are no regular, scheduled class meetings. Although, all students will complete the same module of work at the same time, they may log-in and complete the work at any time during the week.

Students will work individually to complete written and oral communication work. Students are encouraged to use the resources provided in class as tools to support their course work. The instructor will aim to keep the course material interactive and varied.

Email and frequent internet access are an important part of this course. The instructor will communicate through email and Yukon College's Learning Management System (Moodle). Using online tools and resources is a required part of this course.

**ASSESSMENTS:**

**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, backgrounder, fact sheet). Select your own client.	30
<b>Integrated Advertising Project</b> (strategic message planner; print ad; radio ad script) and presentation. Select your own client.	30

**EVALUATION:**

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

**REQUIRED TEXTBOOKS AND MATERIAL**

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 AND STUDENT CONDUCT**

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

**PLAGIARISM**

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work 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 University.

**YUKON FIRST NATIONS CORE COMPETENCY**

Yukon University recognizes that a greater understanding and awareness of Yukon First

Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon University program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukonu.ca/yfnccr](http://www.yukonu.ca/yfnccr).

### **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. If a student requires an academic accommodation, they should contact the Learning Assistance Centre (LAC): [lac@yukonu.ca](mailto:lac@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  Create your writing portfolio
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