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APPLIED ARTS DIVISION
MMC120
Credit Course
Winter 2016

Communicative Writing

INSTRUCTOR: Hillarie Zimmerman **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: Thursday

COURSE CALENDAR 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.

EQUIVALENCY OR TRANSFERABILITY

AI GD 350 (3)

KPU SOBU 1xxx (3)

TRU-OL CMNS 1xx1 (3)

UNBC SOSC 1xx (3)

AU ENGL 155 (3)

NIC ENG 1xx (3)

TWU COMM 100 lev (3)

UVIC WRIT 100 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.

ASSESSMENT

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.

Yukon College's policy on Academic Conduct states that attendance is mandatory. [You] may be dismissed from a program if more than ten percent (10%) of the scheduled contact hours are missed in any one course.

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

NOTES: 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.

LORENE ROBERTSON WRITING CENTRE

All students are encouraged to make the Lorene Robertson 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.