

COURSE SYLLABUS



COURSE TITLE: CMNS-165: Persuasive Writing for the Web

CLASS SECTION: B01

TERM: Winter 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Blended

Camosun College campuses are located on the traditional territories of the Lək'wəḡən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

INSTRUCTOR DETAILS

NAME: Jesika Kula

EMAIL: kulaj@camosun.ca

OFFICE: Y315B

HOURS: Tuesday, 12:30pm – 1:30pm, and questions via D2L Instructor's Office; also by appointment

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will be introduced to the basic principles of persuasive communications writing in a variety of formats such as news releases, media updates, and promotional material. They will apply this knowledge to develop online communication strategies to deliver information to a specified audience using digital platforms such as websites and social media.

PREREQUISITE(S): C in CMNS 160

CO-REQUISITE(S): None

EQUIVALENCIES: None

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon completion of this course a student will be able to:

1. Define digital communication formats and Audiences
2. Write persuasive communications for a variety of digital platforms
3. Develop and apply a communication strategy for a specific audience
4. Measure digital message effectiveness using analytics and metrics
5. Apply knowledge to ethical and legal issues in persuasive writing and digital communication

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- No textbook required
- Learning materials and resources are provided in D2L and the web via appropriate links
- Grading rubrics for assignments and discussion posts are in D2L
- Final project submitted to the D2L assignments folder no later than 11:59 pm, Apr. 7th
- Late assignments and discussion posts are not accepted
- Assignments and posts submitted after the due date (11:59 pm) receive a zero
- In class attendance is 5% of the final grade

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week 1 – Jan 9	Intro to Course & Web Landscape D2L Readings	D2L Discussion Forum Intros & Rubric post by Jan 15 11:59 pm
Week 2 – Jan 16	Website Audit & Strategy D2L Readings	D2L Discussion Forum User-Friendly post by Jan 22 11:59 pm
Week 3 – Jan 23	Audience Profiles & Search Intent D2L Readings	Assignment 1 Reader Persona Due Jan 29 by 11:59 pm
Week 4 – Jan 30	SEO – Search Engine Optimization D2L Readings	D2L Discussion Brand Keywords post by Feb 5 11:59 pm
Week 5 – Feb 6	Good Web Writing Fundamentals D2L Readings	Assignment 2 Word Slice Due Feb 12
Week 6 – Feb 13	Types of Content; Adding Interactivity Midterm Quiz 10 points D2L Readings	D2L Discussion Forum Image Sourcing post by Feb 23 11:59 pm Midterm Quiz 10 points
Week 7 – Feb 20	Reading Break	-
Week 8 – Feb 27	Social Media D2L Readings	D2L Discussion Forum Social Media Fails post by Feb 26 11:59 pm
Week 9 – Mar 5	How to write a “How to” post D2L Readings	Assignment 3 How to write a “How to” Due Mar 11 by 11:59 pm
Week 10 – Mar 12	Final Plan Intro D2L Readings	-
Week 11 – Mar 19	Goals & SMART Objectives: KPIs D2L Readings	D2L Discussion Forum Final Plan’s Business Goal post by Mar 18 11:59 pm
Week 12 – Mar 26	Work on Final Plan	Send draft to Jesika (optional)
Week 13 – Apr 2	Wild Card	You choose the topic
Week 14 – Apr 9	Last Class Wrap Up	Final Plan Due Apr 7 11:59 pm

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
D2L Asynchronous Discussion Forum Posts (5) grading rubric on D2L	20
Assignment One: Reader Persona grading rubric on D2L	15
Assignment Two: Word Slice grading rubric on D2L	15
Assignment Three: How to write a “How to” post grading rubric on D2L	15
Final Project: Comm Plan grading rubric on D2L	25
Super Easy Quiz	5
Attendance	5
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information. <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

- Review course materials each week
- Contribute to graded D2L discussion forum topics (5)
- Complete and submit assignments, discussion posts and final plan on time
- Late assignments and posts not accepted
- Class slides and readings posted on D2L
- Free D2L app is encouraged (Brightspace Pulse on the app store)

SCHOOL OR DEPARTMENTAL INFORMATION

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>
Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal (see [policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.