

# COURSE SYLLABUS



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

CLASS SECTION: B01

TERM: Winter 2023

COURSE CREDITS: 3

DELIVERY METHOD(S): Blended

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

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For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

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NAME: Stacy Reynaud

EMAIL: [reynauds@camosun.ca](mailto:reynauds@camosun.ca)

OFFICE: Y315B

HOURS: Wednesday 12-1pm and questions also via D2L Instructor's Office Discussion forum

*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

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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):

All of:

- C in CMNS 160

## CO-REQUISITE(S):

## COURSE LEARNING OUTCOMES / OBJECTIVES

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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

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- 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. 12<sup>th</sup>
- 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

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

WEEK	TOPIC	NOTES
Week 1 Jan 11	Intro to Course & Web Landscape D2L Readings	D2L Discussion Forum Intros & Rubric post by Jan 17 11:59 pm
Week 2 Jan 18	Website Audit & Strategy D2L Readings	D2L Discussion Forum User-Friendly post by Jan 24 11:59 pm
Week 3 Jan 25	Audience Profiles & Search Intent D2L Readings	Assignment 1 Reader Persona Due Jan 31 by 11:59 pm
Week 4 Feb 1	SEO – Search Engine Optimization D2L Readings	D2L Discussion Brand Keywords post by Feb 7 11:59 pm
Week 5 Feb 8	Good Web Writing Fundamentals D2L Readings	Assignment 2 Word Slice Due Feb 14
Week 6 Feb 16	Types of Content; Adding Interactivity Midterm Quiz 10 points D2L Readings	D2L Discussion Forum Image Sourcing post by Feb 25 11:59 pm Midterm Quiz 10 points
Week 7 Feb 22	Reading Break	Reading Break

WEEK	TOPIC	NOTES
Week 8 Mar 1	Social Media D2L Readings	D2L Discussion Forum Social Media Fails post by Feb 28 11:59 pm
Week 9 Mar 8	How to write a “How to” post D2L Readings	Assignment 3 How to write a “How to” Due Mar 14 by 11:59 pm
Week 10 Mar 15	Final Plan Intro D2L Readings	
Week 11 Mar 22	Goals & SMART Objectives: KPIs D2L Readings	D2L Discussion Forum Final Plan’s Business Goal post by Mar 28 11:59
Week 12 Mar 29	Work on Final Plan	Send draft to Stacy (optional)
Week 13 Apr 5	Wild Card	You choose the topic
Week 14 Apr 12	Last Class Wrap Up	Final Plan Due Apr 12 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 noticed is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## 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
<b>TOTAL</b>	<b>100%</b>

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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information. <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

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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

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### STUDENT RESPONSIBILITY

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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

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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 <http://camosun.ca/students/>.

Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>

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Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

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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

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### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the “Attendance” section under “Registration Policies and Procedures”

(<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### 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. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> 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: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### 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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College’s expectations of academic integrity and student behavioural conduct.

**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.