

CAMOSUN COLLEGE
School of Arts & Science
Applied Communication Program

COMM 151, Writing 2
Winter 2005

COURSE OUTLINE

Note: the College will not keep this outline indefinitely. Please keep this outline for your records.

1. Instructor Information

- (a) Instructor: Kim O'Hare
- (b) Office hours: Daily 9-4pm or by appointment
- (c) Location: Y315A
- (d) Phone: 370-3395
- (e) E-mail: ohare@camosun.bc.ca

2. Intended Learning Outcomes

The student will be able to:

1. The student will understand the public relations function.
2. Write news releases and public service announcements that are clear, accurate, concise, newsworthy and interesting.
3. Write clear, concise opinion pieces/editorials using logical argument and correct structure to shift public opinion.
4. Produce informational/promotional advertising and instructional/technical materials that are clear, accurate and concise, demonstrating knowledge of the target audience.
5. Research and write an effective news release, opinion or instructional piece within tight deadlines.

3. Required Materials

Extensive handouts will be provided in class.

4. Course Content and Schedule

Weekly workload
classroom 3 hours
estimated out-of-class 2 hours

Because this is a course that prepares you for an industry with strict deadlines, marks will be deducted from assignments turned in late. You will be given a clear deadline for each writing project. In industry, writing projects not completed by the stated deadline are worth nothing.

I expect attendance and participation at all sessions. With the exception of illness or emergencies, I also expect you to negotiate absences with me prior to class. In the case of illness or emergency, you should leave a message for me at 370-3395 or by email as soon as possible, notifying me of your absence. If you are absent during a class when a writing assignment was to have been completed in class, you are expected to complete the assignment prior to the next scheduled class, or receive a zero grade. Persistent lateness and absenteeism will affect the portion of your grade related to professional practices.

5. Basis of Student Assessment (Weighting)

Projects are due by deadlines stated on assignment sheets. All writing assignments will be given a grade, at the end of the semester the lowest grade will be dropped prior to calculating your final mark. Some assignments will be completed in class, while others will be done as homework.

Writing assignments will include the following:

- Public service announcements
- News releases
- Advertising copy (radio-tv-print)
- Ad slogans
- Editorial/opinion pieces
- Op-Ed pieces
- Critical reviews
- Others

6. Evaluation

Your final mark for the course will be calculated as follows:

Writing assignments	70%
Quizzes & Exam	25%
Attendance, participation and professional practice	5*%

7. Grading System

The following percentage conversion to letter grade will be used:

A+ = 95 - 100%	B = 75 - 79%	D = 50 - 59%
A = 90 - 94%	B- = 70 - 74%	F = 0.0 - 49%
A- = 85 - 89%	C+ = 65 - 69%	
B+ = 80 - 84%	C = 60 - 64%	

Note: Applied Communication Program students must maintain a minimum of "C" grade in all ACP courses in order to continue in the program.

7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Registrar's Office or the College web site at <http://www.camosun.bc.ca>

ACADEMIC CONDUCT POLICY

There is an Academic Conduct Policy. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section. www.camosun.bc.ca/divisions/pres/policy/2-education/2-5.html
