



School of Arts & Science  
APPLIED COMMUNICATION DEPARTMENT

COMM 151  
Writing 2  
2007W

COURSE OUTLINE

The Approved Course Description is available on the web @ \_\_\_\_\_

Ω Please note: this outline will be electronically stored for five (5) years only.  
It is strongly recommended students keep this outline for your records.

1. Instructor Information

(a)	Instructor:	Lois Fernyhough		
(b)	Office Hours:	11 am- 12:30 pm Tuesdays & Thursdays		
(c)	Location:	Y315C		
(d)	Phone:	370-3397	Alternative Phone:	
(e)	Email:	fernyhol@camosun.bc.ca		
(f)	Website:			

2. Intended Learning Outcomes

(No changes are to be made to this section, unless the Approved Course Description has been forwarded through EDCO for approval.)

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

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

3. Required Materials

(a)	Texts	none
(b)	Other	N/A

4. Course Content and Schedule

(Can include: class hours, lab hours, out of class requirements and/or dates for quizzes, exams, lectures, labs, seminars, practicums, etc.)

## ASSIGNMENTS & GRADING

There are three team presentations, one for each unit, worth 5% each for a total of 15%. The team responses to these presentations will be part of an overall participation mark (10%), which includes participating in class exercises and attendance. There is also a team (technical writing) exercise in Unit Three worth 5%. There are seven individual assignments worth 10% each. LATE ASSIGNMENTS WILL LOSE MARKS - deadlines are important!

### Unit One: Promotional Writing

Team: Anatomy of an effective promotional spot. Analyze and present online. (5%)

Individual: Ad writing assignment #1, due in-class (10%)

Individual: Ad writing assignment #2, due in-class (10%)

Team: Ad writing in-class exercise #3 - Client 9-1-1

Individual (w/a partner): Ad writing assignment #4 - three-way campaign (10%)

### Unit Two: News Releases

Team: Anatomy of an effective news release. Analyze and present online. (5%)

Individual: News release assignment #1, due in-class (10%)

Individual: News release assignment #2, due in-class (10%)

Team: News release on-line exercise web resources

Individual: Press package kits assignment #3 (10%)

### Unit Three: Editorial/opinion and technical/web writing

Team: Anatomy of an effective opinion piece. Analyze and present online. (5%)

Individual: Editorial writing assignment #1, due in-class (10%)

Individual: Technical writing examples exercise

Team: Technical writing assignment - (5%)

**Attendance & Participation** (in-class exercises, on-line team responses) (10%)

## 5. Basis of Student Assessment (Weighting)

*(Should be linked directly to learning outcomes.)*

(a)	Individual Assignments	7 @ 10% each = 70%
(b)	Team Assignments	4 @ 5% each = 20%
(c)	Other (eg. Attendance, Project, Group Work)	Attendance and participation = 10%
	<b>TOTAL</b>	<b>100%</b>

## 6. Grading System

*(No changes are to be made to this section, unless the Approved Course Description has been forwarded through EDCO for approval.)*

### Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
95-100	A+		9
90-94	A		8
85-89	A-		7
80-84	B+		6
75-79	B		5

70-74	B-		4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

### Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at [camosun.ca](http://camosun.ca) or information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy E-1.5 at [camosun.ca](http://camosun.ca) for information on conversion to final grades, and for additional information on student record and transcript notations.

## 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, at Student Services or the College web site at [camosun.ca](http://camosun.ca).

### STUDENT CONDUCT POLICY

There is a Student Conduct Policy **which includes plagiarism**. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, at Student Services and on the College web site in the Policy Section.

There are a number of writing assignments throughout this course. The only way to get good at writing is to do it! There will be in-class exercises and discussions to sharpen your skills. In addition to the seven individual writing assignments, there are three team presentations and three team responses, all to be done online. The purpose of the team work is to get your creative thought processes going by answering the questions: what does a good news release, promotional spot or editorial look like, and why? From these team discussions and analyses, you should be able to create your own scintillating work.