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<tr><td rowspan="2">CAMOSUN COLLEGE</td><td>School of Arts & Science
DEPARTMENT OF COMMUNICATIONS
PERSUASIVE WRITING FOR THE WEB
CMNS 165
2015W</td></tr>
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COURSE OUTLINE

The course description is online @ http://camosun.ca/learn/calendar/current/web/comm.html

Ω   *Please note: the College electronically stores this outline for five (5) years only.*
   *It is **strongly recommended** you keep a copy of this outline with your academic records.*
   You will need this outline for any future application/s for transfer credit/s to other colleges/universities.

1.   Instructor Information

(a)	Instructor:	Andy Bryce	
(b)	Office Hours:	Tuesday 1:00-3:00	
(c)	Location:	Y315B	
(d)	Phone:	250-370-3394	Alternative Phone:
(e)	Email:	Bryce@camosun.bc.ca	
(f)	Website:	www.andyjaybryce.com	

2.   Intended Learning Outcomes
(No changes are to be made to these Intended Learning Outcomes as approved by the Education Council of Camosun College.)

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.

3.   Required Materials

(a)   Texts

(b)   Other

4.   Course Content and Schedule

Lecture and Lab: Thursday 8:30-10:20
Online: one hour a week at student discretion
Out of Class: 3 hrs/week

5.   Basis of Student Assessment (Weighting)
(This section should be directly linked to the Intended Learning Outcomes.)

(a)   Assignments: 95%

(b)   Tests: N/A

(c)   Exams: N/A

(d)   Attendance and Participation: 5%

6.   Grading System
(No changes are to be made to this section unless the Approved Course Description has been forwarded through the Education Council of Camosun College for approval.)

Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	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 E-1.5 at **camosun.ca** for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	*Incomplete*: 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	*In progress*: A temporary grade assigned for courses that, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. *(For these courses a final grade will be assigned to either the 3rd course attempt or at the point of course completion.)*
CW	*Compulsory Withdrawal:* 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.

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.

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 the College web site in the Policy Section.

ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED

Course Content

1. Define digital communication formats and their audiences;
   a. Describe the characteristics of social media
   b. Describe the advantages/disadvantages of common social media tools
   c. Describe the audiences of common social media tools
   d. Describe the role of individuals and communities in producing and consuming social media

2. Apply principles of persuasive communications for a variety of digital platforms;
    a. Define persuasive communications.
    b. Write an analysis of a persuasive communication.
    c. Use techniques of persuasive communications in writing for a defined audience.
    d. Use critical thinking when writing persuasive communications.
3. Develop and apply a communication strategy for a specific audience;
    a. Define the audience
    b. Analyze an organization's communication needs
    c. Create a social media communication strategy to meet the organization's needs
4. Using analytics and metrics, measure digital message effectiveness.
    a.
5. Apply knowledge to ethical and legal issues in persuasive writing and digital communication
    a. Understand and apply the laws of copyright
    b. Understand and apply the laws of libel and slander
    c. Follow industry standards for code of ethics

Instructor's Notes

The focus of this course is to create persuasive communications in a social media environment. The platform we will use to do this is the blog. Your blog will be the place where all of your writing will go. It will also be the place where you showcase some of the other writers and producers who are influencing you. Your blog will be part of a community of blogs made up of your classmates. You will all be posting your work for this course, and you will be reading each other's work. You will also be commenting on their work because a blog is meant to create discussion between reader and writer.

Once this community of bloggers is established, you will branch out. You will find an organization – a community, sports, or cultural group – and you will write a blog post on that organization. You will also do a communication plan for that organization, which will involve researching them and their media presence, and creating a communication plan which helps them in some way.

In contributing to the community of Victoria, you will expand the boundaries of the blogging community which we will establish early in the term. We will begin to experience the impact of networking as community groups read your blogs and then spread the word of our work to the greater social media community here in Victoria.

There will be three opinion pieces written for this course, as well as an analysis and synthesis assignment, and a communication plan. It is important that you can work comfortably on the web, especially in programs such as blogging templates and web tools. Beyond creating and populating your own blog, you will be surveying and reading other

bloggers as an introduction to this social media tool. We will also discuss how to use Twitter to best advantage, analyze the audience of a blog, and outline the legal and ethical issues associated with persuasive writing in general and on the web in particular.