



CAMOSUN COLLEGE
School of Arts & Science
Department of Communications

CMNS-165-B01/B01A
Persuasive Writing for the Web
Winter 2019

COURSE OUTLINE

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

Course 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.

Ω Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

1. Instructor Information

(a) Instructor	Andy Bryce	_____
(b) Office hours	Tuesday 12:00-1:00, Wednesday 1:00-2:00	_____
(c) Location	Y305B	_____
(d) Phone	250-370-3394	Alternative: _____
(e) E-mail	bryce@camosun.bc.ca	_____
(f) Website		_____

2. Intended Learning Outcomes

Upon completion of this course the 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

None

4. Course Content and Schedule

Tuesdays, 9:30-11:30, Room E100

5. Basis of Student Assessment (Weighting)

(a) Assignments: 95%

a. Analyzing a blog post	5
b. Opinion and Comments 1	10
c. Opinion and Comments 2	10
d. Comm plan & research	15
e. News Release	10
f. Reporting on a presentation 1	10
g. Reporting on a presentation 2	10
h. Writing Tweets	10
i. Analytics	10
j. Blog	5

(b) Attendance: 5%

6. Grading System

Standard Grading System (GPA)

Competency Based Grading System

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

n/a

8. College Supports, Services and Policies



Immediate, Urgent, or Emergency Support

If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @ <http://camosun.ca/about/mental-health/emergency.html> or <http://camosun.ca/services/sexual-violence/get-support.html#urgent>

College Services

Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and

writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at <http://camosun.ca/>

College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at <http://camosun.ca/about/policies/>. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

A. GRADING SYSTEMS <http://camosun.ca/about/policies/index.html>

The following two grading systems are used at Camosun College:

1. 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		1
0-49	F	Minimum level has not been achieved.	0

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.
DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

B. 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 <http://camosun.ca/about/policies/index.html> for 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.