CAMOSUN COLLEGE
School of Arts & Science
Department of Communications

CMNS-165-B02/B02A
Persuasive Writing for the Web
Winter 2019

COURSE OUTLINE

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

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**	Gregor Craigie	
(b)	**Office hours**	Wednesday 12:30 – 13:30	
(c)	**Location**	Y315B	
(d)	**Phone**	250-370-3395	**Alternative:**
(e)	**E-mail**	CraigieG@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

Class & Labs: Wednesdays, 1:30pm-3:20, Room E100

WEEK	WRITING			ONLINE	DUE
1 J 7-11	Analyzing a Blog Assignment Do the exercise	News Conference – Reminders from 1st term	Introduce the course, go through sked	Analyze a blog	
2 J 14-18	Blogging What they have to do	Public Relations Ppt News Release Ppt	News Release Ass't		News Release (J15)/10 Analyzing a blog (J13)/5
3 J 21-25	One-Pager 1 /1	Twitter - Intro	Twitter Exercise		One Pager (J22) /1
4 J 28 – F 1	-Introduce First Opinion Assignment -Attribution vs citation	Making arguments Ppt	One Pager 2 /1		One Pager 2 (J29)/1
5 F 4-8	Presentation Report 1 Steve Webb				Presentation Report (F5) /5
6 F 11-15	Debrief Webb	Twitter Ass't	Commenting on Other Posts		Twitter (F12)/10
7 F 18-22 READING BK	Reading Break			Comments on Opinion 1	First Opinion Assignment (F17) /10
8 F25 – M1	Comm Plan Intro	CommPlan Research Assignment	One Pager 3 – Bike lane controversy /1		Comments on Opinion (F24) /3
9 M 4-8	Analytics Intro	Opinion 2 Intro	Examples of Comm Plan	Analytics Exercise Mar 7 visiting blogs	Analytics Report (M10) /4
10 M 11-15	Analytics test	Comm Plan Folo Aussie govt Crisis Comm.	Ethics Case Study 1		Analytics Test /6 Comm Plan Research Assignment (M17) /5
11 M 18-22	Trump vs Clinton	Copyright Ppt	Ethics Case Study 2		Opinion 2 (M17)/7
12 M 25-29	Presentation and Report 2 Craig Wilson			Comments on Opinion 2	Comments on Opinion 2 (M 24)/3 Wilson (M26)/10
13 A 1-5	Media and Indigenous People				
14 A 8-12	Wrap Up				Communication Plan (A12) /10 Blog Completion /5

5. Basis of Student Assessment (Weighting)

Assignments: 95%
1. News Release assignment 10%
2. Blog analysis 5%
3. 1st speaker article 10%
4. Twitter assignment 10%
5. 1st Opinion piece 10%
6. Analytics test and assignment 10%
7. 2nd opinion piece 10%
8. 2nd speaker article 10%
9. Communication Plan research 5%
10. Communication Plan 10%
11. Blog completion 5%

Attendance: 5%

6. Grading System

| x | 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	*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 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	*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.