



**CAMOSUN COLLEGE**  
**School of Arts & Science**  
**Department of Communications**

**CMNS-165-B01**  
**Persuasive Writing for the Web**  
**Winter 2020**

**COURSE OUTLINE**

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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.

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**1. Instructor Information**

(a) Instructor	Lois Fernyhough		
(b) Office hours	Wednesday & Thursday 12-1pm		
(c) Location	Y315C		
(d) Phone	250-370-3397	Alternative:	
(e) E-mail	fernyhol@camosun.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 required

#### 4. Course Content and Schedule

WEEK	LECTURE	LAB	DELIVERABLE	ONLINE	DUE
1 J 6-10	Analyzing a Blog Assignment Do the exercise	News Conference – Reminders from 1 <sup>st</sup> term	Introduce the course, go through sked		
2 J 13-17	Blogging What they have to do	Public Relations Ppt News Release Ppt	News Release Assignment	Analyze a blog	Analyze a blog (J15) /5 News Release (J16) /10
3 J 20-24	Twitter - Intro	Twitter Exercise	One-Pager 1 Camosun & media		One Pager #1 (J23) /1
4 J 27-31	-Introduce First Opinion Assignment -Attribution vs citation	Making arguments Ppt	One Pager 2 bike lanes		One Pager #2 (J30) /1
5 F 3-7	Presentation Report 1 Guest Chris Palliser				Presentation Report (F6) /10
6 F 10-14	Talk about commenting (due next week)	Twitter Assignment			Twitter (F13) /10 First Opinion Assignment (F16) /8
7 F 17-21 READING BK	Reading Break			Comments on Opinion 1	Comments on Opinion 1 (F23) /2
8 F24–28	Comm Plan Intro and Research Assignment	Work on Comm Plan Research Assignment			
9 M 2-6	Analytics Intro Opinion 2 Intro	Analytics Exercise Mar 5 visiting blogs			Analytics Report (M8) /4
10 M 9-13	Analytics test	Comm Plan Crisis Comm.			Analytics Test /6 Comm Plan Research Assignment (M16) /5
11 M 17-21	Ethics Case Study	Copyright Ppt			2nd Opinion Assignment (M23) /8
12 M 24-28	Work on communications plan			Comments on Opinion 2	Comments on Opinion 2 (M 30) /2
13 M 31 – A 3	Media and Indigenous People				
14 A 6-10	Wrap Up				Communication Plan (A9) /18 Blog Completion /5

## 5. Basis of Student Assessment (Weighting)

(a) Assignments: 95%

a. Analyzing a blog post	5
b. One pagers (2 x 1 mark each)	2
c. News Release	10
d. Opinion and Comments 1	10
e. Opinion and Comments 2	10
f. Comm plan & research	23
g. Reporting on a presentation	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

## 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.