



**COURSE OUTLINE**

**Communicative Writing - MMC120**

**45 HOURS  
3 CREDITS**

PREPARED BY: Rita Koeller, Instructor

DATE: November, 2017

PREPARED BY: Margaret Dumkee, Dean

DATE: November, 2017

**YUKON COLLEGE**

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Course Outline prepared by Hillarie Zimmermann, October 7, 2014

Yukon College  
P.O. Box 2799  
Whitehorse, YT  
Y1A 5K



APPLIED SCIENCE AND MANAGEMENT  
MMC120  
Credit Course  
Winter 2018

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### Communicative Writing

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**INSTRUCTOR:** Rita Koeller                      **OFFICE HOURS:** By Appointment  
**OFFICE LOCATION:**                              **CLASSROOM:** T1030A  
**E-MAIL:** rkoeller@yukoncollege.yk.ca        **TIME:** Thursday, 1:00 - 4:00 pm  
**TELEPHONE:** (867) 332-4102

**DATES:** Thursday, January 4 to April 12, 2018

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### COURSE CALENDAR DESCRIPTION

Success in multimedia communications depends largely on the effectiveness of written messages. This course will prepare you to write engaging scripts for various media, including writing for print, radio, television, and web. You will be encouraged to improve the quality of your writing by focusing on target audience, diplomacy, organization and grammar. In addition, peer reviewing and editing of drafts will help you develop an appreciation for the writing process and the skills needed to critically evaluate your own work. You will finish the course with samples of industry-relevant creative writing that can be added to your professional portfolios.

### PREREQUISITES

None.

### EQUIVALENCY OR TRANSFERABILITY

AI GD 350 (3)	AU ENGL 155 (3)	CAPU SMNS 1xx (3)
COTR No Credit	KPU SOBU 1xxx (3)	NIC ENG 1xx (3)
SFU CMNS 2xx(3)	TRU-OL CMNS 1xx1 (3)	TWO COMM 100 lev (3)
UBCO No Credit	UCW COMM 205 (3)	UNBC SOSC 1xx (3)
UVIC WRIT 100 lev (1.5)		

## LEARNING OUTCOMES

The successful completion of this course indicates that you have reliably demonstrated the ability to:

- Write appropriately for a given medium and audience.
- Write for a variety of production genres including advertisements, news, public relations, and public service announcements.
- Write in an active voice.
- Edit for accuracy and brevity using editing and proofreading skills.
- Create strong writing samples for their future portfolios.

## DELIVERY METHODS

This is a classroom-based course. Classes will aim to be interactive and varied. In order to cater to a variety of learners, lectures using multimedia and group work will be employed.

## ASSESSMENT

### Attendance:

Success in this course depends on attendance. It is your responsibility to take notes, to obtain missed assignments, announcements or material handouts for any classes you have missed.

**Yukon College's policy on Academic Conduct states that attendance is mandatory.** [You] may be dismissed from a program if more than ten percent (10%) of the scheduled contact hours are missed in any one course.

### Scenario Assignments:

Your scenario writing assignments make up 50% of your mark. Some of these will be brief take-home assignments, and some will be completed in class. These assignments will include:

	Scenario Assignments	% of Final Mark
1	Print News Release	5
2	Backgrounder and Fact Sheet	5
3	Strategic Message Planner	7
4	Radio Advertisement	5
5	Newsletter Story	5
6	Web/Social Media Writing	7
7	Brochure	5
8a&b	Print Ad Copy and Design	6
9	Sales/Fundraising Letter	5

### Client/Portfolio Assignments:

Your client/portfolio (take-home) assignments will be for real clients. The writing you do for these clients will make up 50% of your mark.

Portfolio Assignments	% of Final Mark
<b>Digital media kit</b> (print news release, backgrounder, fact sheet). Select your own client.	20
<b>Integrated Advertising Project</b> (situation analysis; strategic message planner; print ad; radio commercial script and produced ad; brochure) and presentation. Select your own client. <ul style="list-style-type: none"><li>○ IAP update memo</li><li>○ Strategic message planner</li><li>○ Project and presentation</li></ul>	30

**NOTES:** Written assignments are due at the beginning of the class for which they are assigned. Late assignments will have 1% deducted for every day they are late. **Assignments more than one week late will not be accepted.** All assignments must be proofed and held to professional writing standards. Please see the rubric for each assignment for a detailed description of specific marking criteria.

### EVALUATION

Deliverables	% of Final Mark
<b>Weekly Scenario Writing Assignments</b>	50%
<b>Client/Portfolio Projects</b>	50%
<b>Final Presentation</b>	0%* *Must be completed to pass course

### REQUIRED TEXTBOOKS AND MATERIALS

Marsh, C. Guth, D. & Short, B. *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More* (3rd Edition), Allyn and Bacon, 2009.

USB storage device

## **ACADEMIC AND STUDENT CONDUCT**

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

### **PLAGIARISM**

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

### **YUKON FIRST NATIONS CORE COMPETENCY**

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukoncollege.yk.ca/yfnccr](http://www.yukoncollege.yk.ca/yfnccr).

### **ACADEMIC ACCOMMODATION**

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or [lassist@yukoncollege.yk.ca](mailto:lassist@yukoncollege.yk.ca).

## TOPIC OUTLINE

Date	Topic	Assignment SA = Scenario Assignment PA = Portfolio Assignment	Reading
Week 1 Jan. 4	<b>Overview of Strategic Writing</b>		p. 1-40
Week 2 Jan. 11	<b>Public Relations and News Releases</b>	SA 1: News Release (in class) PA 1: Digital Media Kit (begin)	"Strategic Writing in Public Relations" p. 41-42 "News Release Guidelines" p. 43-64
Week 3 Jan. 18	<b>Media Kits</b>	SA 2: Backgrounder and Fact Sheet (in class)	"Media Kit Guidelines" p. 76-84
Week 4 Feb. 1	<b>Strategic Message Planners</b>	SA 3: Strategic Message Planner (take home; due next week)	"Strategic Writing in Advertising" p. 133-164 "Strategic Message Planners" p. 119-132
Week 5 Feb. 8	<b>Radio Advertisements</b>	SA 4: Radio Advertisement (begin in class and complete at home; partner assignment; due next week)	"Radio Advertisements" p. 139-143
Week 6 Feb. 15	<b>Newsletter and Magazine Stories</b>	SA 5: Newsletter Story (in class)	"Newsletter and Magazine Stories" p. 87-94
Feb. 19 - 22	Reading Week		
Week 7 - Mar. 1	<b>Speeches</b>	PA1: Digital Media Kit Due PA 2: Integrated Advertising Project (introduction)	"Speeches" p. 99-104
Week 8 March 8	<b>Web/Social Media Writing</b>	SA 6: Web Writing (begin in-class, due next week)	"Websites and Social Media" p. 16-20; 105-111; 115-118
Week 9 March 15	<b>Brochures</b>	SA 7: Brochure (in class; due next week) <b>DUE:</b> IAP memo to instructor, specifying partner(s), client and product.	"Brochures" p. 187-198
Week 10 March 22	<b>Print Ads</b>	SA 8ab: Print Ad (begin in-class; due next week)	"Print Advertisements" p. 133-137
Week 11 March 29	<b>Working class</b>	Due: IAP strategic message planner	

Week 12 April 5	<b>Business Correspondence</b>	SA 9: Sales Letter (in-class)	“Business Letters” p. 203-206 “Bad-News Letters” p. 208-211 “Sales Letters” p. 177-186
Week 13 April 12	<b>Presentations</b>	Presentations of Integrated Advertising Projects  IAPs due	