UNIVERSITY COLLEGE of the FRASER VALLEY

COURSE IMPLEMENTATION DATE: May 2007
COURSE REVISED IMPLEMENTATION DATE: September 2008
COURSE TO BE REVIEWED: December 2010
(Four years after UPAC final approval date)   (MONTH YEAR)

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
Shaded headings are subject to change at the discretion of the department and the material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT:	**Communications**	
CMNS 175	n/a	3
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS
	Writing for the Internet	
	COURSE DESCRIPTIVE TITLE	

CALENDAR DESCRIPTION:

This course is an introduction to the theory and practice of writing for the Internet. Students will study the particular challenges posed by online communication, and explore approaches and technologies that make possible effective communication to a networked audience.

PREREQUISITES: One of the following:
CPT score of 48 or better; CMNS 099 or ENGL 099 with a grade of C or better; ENGL 081 or 091 with a grade of C+ or better; ESL WG84 with a grade of C+ or better; Completion of Level II of UCFV's University Foundation Certificate Program; English 12 with a final grade of B; English Literature 12 with a final grade of B; Technical and Professional Communication 12 with a final grade of B; Any first year university-credit Communications or English course with a grade of C- or better; LPI score of 30/40 or level 5 or better in the essay section; TOEFL (Test of English as a Foreign Language) score of 570 or better (or 230 if computer-based score), plus a minimum TWE (Essay) score of 4.0; MELAB (Michigan English Language Assessment Battery) score of at least 85; CAEL (Canadian Academic English Language) score of at least 70; CanTEST score of at least 4.5 in Listening and Reading; a score of 4.0 in Writing; Cambridge Proficiency Examination – competence level of C; IELTS (International English Language Testing System) score of at least 6.5 with no band less than 6.0; UCFV English Language Assessment – results equivalent to completion of UCFV's University Foundation Certificate Program Level 2 compulsory ESL core courses; or articulated equivalent

PRE or COREQUISITES: CIS 145

SYNONYMOUS COURSE(S)		SERVICE COURSE TO:
(a) Replaces:		**CIS, General Studies BA**
	(Course #)	*(Department/Program)*
(b) Cannot take:	for further credit.	
	(Course #)	*(Department/Program)*

TOTAL HOURS PER TERM:	**45**	TRAINING DAY-BASED INSTRUCTION
STRUCTURE OF HOURS:		LENGTH OF COURSE:
Lectures:	**15** Hrs	HOURS PER DAY:
Seminar:	**15** Hrs	
Laboratory:	**15** Hrs	
Field Experience:	Hrs	
Student Directed Learning:	Hrs	
Other (Specify):	Hrs	

MAXIMUM ENROLLMENT:		**25**	
EXPECTED FREQUENCY OF COURSE OFFERINGS:		**1 per semester**	
WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)		☒ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)		☐ Yes	☒ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:		☐ Yes	☒ No

AUTHORIZATION SIGNATURES:

Course Designer(s):	David Thomson	Chairperson:	*Moira Kloster*
Department Head:	Raymond Welch	Dean:	Dr. Eric Davis
UPAC Approval in Principle Date:		UPAC Final Approval Date:	April 25, 2008

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

Upon successful completion of this course, student will be able:

1.   To understand the communications process, particularly as it pertains to electronic communication.

2.   To develop use of the writing process, including planning, drafting, revising, and proof-reading.

3.   To analyze and critique examples of online communication formats.

4.   To practice strategies for effective email and web communications.

5.   To become familiar with copyright and ethical issues relevant to online communication.

6.   To demonstrate techniques of document design.

7.   To work collaboratively to complete assignments.

8.   To demonstrate effective professional presentations.

METHODS:

- Lectures
- Demonstrations
- Applied projects
- In-class exercises
- In-class discussion

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check:)   ☒ Yes   ☐ No

METHODS OF OBTAINING PLAR:

Portfolio of equivalent education, training, or experience.

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

Gurak, L.J. and Lannon, J.M. (2007). *A Concise Guide to Technical Communication*. (3rd Edition). Boston, MA: Longman.

SUPPLIES / MATERIALS:

n/a

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Course journal	25%
Assignments	50%
Quizzes	10%
Presentation	15%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

1. Introduction to communications theory
2. How technology influences writing and publishing
3. Determining purpose and audience for online communications
4. Evolving digital formats: e-mail, instant messaging, web pages, weblogs, etcetera
5. Writing and revising material for electronic distribution
6. Layout and page design for electronic documents
7. Incorporating graphics and visual information
8. Ethics and communications technology: intellectual property and copyright
9. Research — and documenting research — in online environments
10. Using technology to supplement and enhance public presentations