

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: CMNS 465		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Grant and Proposal Writing Course Short Title: Grant & Proposal Writing															
Faculty: Faculty of Humanities		Department (or program if no department): Communications													
Calendar Description: Students will make a persuasive case in grants, proposals, letters of intent, and cover letters. Students will write and design a persuasive case document, research potential donors, prepare a budget, and articulate the ethical dimensions of grants management. Note: Students will be required to participate in global social media environments. Note: Students with credit for CMNS 365 cannot take this course for further credit.															
Prerequisites (or NONE):		60 university-level credits including one of CMNS 212, CMNS 251, or CMNS 312.													
Corequisites (if applicable, or NONE):		NONE													
Pre/corequisites (if applicable, or NONE):		NONE													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: CMNS 365 Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Every other year Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>15</td> </tr> <tr> <td>Tutorials/workshops</td> <td>30</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	15	Tutorials/workshops	30							Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	15														
Tutorials/workshops	30														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: February 4, 2022													
Faculty Council approval		Date of meeting: October 2022													
Undergraduate Education Committee (UEC) approval		Date of meeting: January 27, 2023													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Analyze the elements of case statements for fundraising or business initiatives.
2. Write a persuasive case statement, cover letter, letter of intent, and proposal.
3. Prepare effective budgets and evaluation tools.
4. Identify the ethical and accountability dimensions of writing persuasive grants and proposals.
5. Connect organizations to funding sources with the aim of meeting community/regional need(s).
6. Research prospects for funding or for contracts.
7. Identify the factors needed for institutional readiness for fundraising or Request for Proposal (RFP) responses.
8. Apply persuasive techniques in presentations and written documents.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	100%	%	%
	%	%	%

Details:

Preliminary proposal	10%
Mission and vision statement	10%
Case statement	10%
Letter of intent	10%
RFP or grant proposal	30%
Evaluation plan	10%
Oral presentation	20%

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Clarke, C.A.	Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising	2009
2. Textbook	O'Neal-McElrath, T.	Winning grants step by step: The complete workbook for planning, developing and writing successful proposals.(5 th ed.)	2019
3. Textbook	Orlich, D. C., & Shrope, N. R.	Developing a Winning Grant Proposal	2013
4.			
5.			

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)***Course Content and Topics**

- Introduction to the course, the terms, and expectations
- An examination of different proposal types
- Motivation for writing effective grants and proposals
- Organizational readiness to respond to a Request for Proposal "RFP" or to write a grant
- Show me the money! Researching donor or project prospects
- Writing for results and the elements of persuasion; the role of vision and mission statements
- The characteristics of a well-written proposal
- Writing memorable objectives
- Project evaluation plan and budget preparation
- Responding to a potential grantor's interests and guidelines
- Ethical dilemmas and dimensions of grant management and proposal writing
- Pitching the funding proposal