COURSE IMPLEMENTATION DATE: May 2007
COURSE REVISED IMPLEMENTATION DATE:
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: Familiarity with computers, and same prerequisite as CMNS 125
PRE or COREQUISITES: CIS 145

SYNONYMOUS COURSE(S)
(a) Replaces: _____ *(Course #)*
(b) Cannot take: _____ *(Course #)* for further credit.

SERVICE COURSE TO:
CIS, General Studies BA
(Department/Program)
(Department/Program)

TOTAL HOURS PER TERM: **45**
STRUCTURE OF HOURS:

Lectures:	**15**	Hrs
Seminar:	**15**	Hrs
Laboratory:	**15**	Hrs
Field Experience:		Hrs
Student Directed Learning:		Hrs
Other (Specify):		Hrs

TRAINING DAY-BASED INSTRUCTION
LENGTH OF COURSE:
HOURS PER DAY:

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: Dec. 13, 2006

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