CMNS 212  
SUBJECT/NUMBER OF COURSE: Applied Communication  
DESCRIPTIVE TITLE: Applied Communication  
UCFV CREDITS: 3

CALENDAR DESCRIPTION: This course assists students to develop practical strategies to communicate clearly to a variety of different audiences. Topics include the role and function of specialist languages in advertising, advocacy and the media; social marketing; audience analysis; and desktop publishing.

RATIONALE:

COURSE PREREQUISITES: None

COURSE COREQUISITES: None

HOURS PER TERM: 
| Lecture | 40 hrs | Student Directed |
| Laboratory | 5 hrs | Learning |
| Seminar | 10 hrs | Other - specify: |
| Field Experience | 5 hrs | |
TOTAL 60 HRS

MAXIMUM ENROLMENT: 22

Is transfer credit requested? Yes 9 No

AUTHORIZATION SIGNATURES:

Course Designer(s): Madeleine Hardin
Chairperson: J.D. Tunstall Ph.D.
Curriculum Committee

Department Head: Kevin Buswood
Dean: J.D. Tunstall Ph.D.

PAC: Approval in Principle  
PAC: Final Approval: December 1990

(Date)  
(Date)
SYNONYMOUS COURSES:

(a) replaces ____________
    (course #)

(b) cannot take __MACS 212__ for further credit
    (course #)

SUPPLIES/MATERIALS:

2 double-sided, high-density micro-floppies.

TEXTBOOKS, REFERENCES, MATERIALS  (List reading resources elsewhere)

Other topical readings assigned


OBJECTIVES:

C To learn the forms and techniques of advocacy writing and communication.
C To produce written & video documents that are commonly used in advocacy situations, such as: press releases, persuasive and development proposals, programs, promos, and journalistic articles.
C To learn how to critically assess all mass media messages for signs of advocacy bias.
C To learn technical and professional writing skills.

METHODS:

Lecture, computer lab, industry internships, tutorials and discussion.

STUDENT EVALUATION PROCEDURE:

Labs 15%
Exams: Mid-term and Final 25%
Article, press release, proposal 25%
Term project 25%
Presentations 10%
COURSE CONTENT

1. the nature of advocacy
2. techniques and forms of technical and professional writing
3. qualitative research
4. audience research
5. elements of grantsmanship