CMNS 212   3________________________ ___________________________ ____________________
COURSE NAME/NUMBER   FORMER COURSE NUMBER      UCFV CREDITS
_________________________________________________
_________________________________________________
COURSE DESCRIPTIVE TITLE
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.

PREREQUISITES:  A C or better in CMNS 125, or CMNS 155, or CMNS 165, or English 105
COREQUISITES:  None

SYNONYMOUS COURSE(S)  [SERVICE COURSE TO:
(a) Replaces:  N/A
    (Course #) (Department / Program)
(b) Cannot take  MACS 212 for further credit
    (Course #) (Department / Program)

TOTAL HOURS PER TERM: 60  TRAINING DAY-BASED INSTRUCTION
STRUCTURE OF HOURS:
Lectures:  40 hrs
Seminar:  5 hrs
Laboratory:  10 hrs
Field Experience:  5 hrs
Student Directed Learning: hrs
Other (Specify): hrs

LENGTH OF COURSE: _____________________________
HOURS PER DAY: ________________________________

MAXIMUM ENROLMENT: 22

EXPECTED FREQUENCY OF COURSE OFFERING:______________________________

WILL TRANSFER CREDIT BE REQUESTED?  YES X NO
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: YES X NO

AUTHORIZATION SIGNATURES:
Course designer(s): _____________________________________________
Madeleine Hardin
Department Head: _____________________________________________
Wendy Burton
PAC Approval in Principle Date: _________________________________
PAC Final Approval Date: November 24, 1999

Authorization signatures are required for the course to be approved.
LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

- To learn the forms and techniques of advocacy writing and communication.
- 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.
- To learn how to critically assess all mass media messages for signs of advocacy bias.
- To learn technical and professional writing skills.

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

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
Credit can be awarded for this course through PLAR

YES _____ NO _____

METHODS OF OBTAINING PLAR:

TEXTBOOKS, REFERENCES, MATERIALS:
Other topical readings assigned

SUPPLIES / MATERIALS:

STUDENT EVALUATION:
<table>
<thead>
<tr>
<th>Labs</th>
<th>15%</th>
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<tbody>
<tr>
<td>Exams: Mid-term and Final</td>
<td>25%</td>
</tr>
<tr>
<td>Article, press release, proposal</td>
<td>25%</td>
</tr>
<tr>
<td>Term project</td>
<td>25%</td>
</tr>
<tr>
<td>Presentations</td>
<td>10%</td>
</tr>
</tbody>
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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