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.

<table>
<thead>
<tr>
<th>FACULTY/DEPARTMENT:</th>
<th>Communications</th>
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</thead>
<tbody>
<tr>
<td>COURSE NAME/NUMBER</td>
<td>CMNS 212 N/A 3</td>
</tr>
<tr>
<td>FORMER COURSE NUMBER</td>
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<tr>
<td>UCFV CREDITS</td>
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</tbody>
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**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 public relations.

**PREREQUISITES:** A C or better in one of CMNS 125, CMNS 155, CMNS 165, or English 105

**SYNONYMOUS COURSE(S)**
(a) Replaces: N/A
(b) Cannot take: MACS 212 for further credit.

**SERVICE COURSE TO:**

**TOTAL HOURS PER TERM:** 45

**STRUCTURE OF HOURS:**
- Lectures: 35 Hrs
- Seminar: 5 Hrs
- Field Experience: 5 Hrs
- Laboratory: Hrs
- Student Directed Learning: Hrs
- Other (Specify): Hrs

**MAXIMUM ENROLLMENT:** 25

**EXPECTED FREQUENCY OF COURSE OFFERINGS:** Once every year

**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 ☐

**COURSE IMPLEMENTATION DATE:** September 1990
**COURSE REVISED IMPLEMENTATION DATE:** April 2005
**COURSE TO BE REVIEWED:** April 2009 (Four years after implementation date)

**AUTHORIZED SIGNATURES:**
- Course Designer(s): Madeleine Hardin
- Chairperson: Raymond Welch (Curriculum Committee)
- Department Head: Raymond Welch
- Dean: Dr. Virginia Cooke
- PAC Approval in Principle Date: PAC Final Approval Date: April 29, 2005
LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

• To learn the forms and techniques of advocacy writing and communication.
• To produce written & web based 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 (Please check:)  ☒ Yes  ☐ No

METHODS OF OBTAINING PLAR:
Submission of portfolio will be considered.

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:]
Newson, Doug, & VanSlyke Turk, Judy, & Kruckeberg, Dean. This Is PR. Eighth Edition. Thomson Wadsworth

SUPPLIES / MATERIALS:

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]
Labs 15%
Exams: Mid-term and Final 25%
Article, press release, proposal 25%
Term project 25%
Presentations 10%

COURSE CONTENT:
[Course content varies by instructor. An example of course content might be:]
1. the nature of advocacy
2. techniques and forms of technical and professional writing
3. audience research
4. elements of grantsmanship
5. elements of public relations theory & practice
6. media relations
7. uses of new media for advocacy and Public Relations
8. elements of persuasion