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

<table>
<thead>
<tr>
<th>FACULTY/DEPARTMENT:</th>
<th>Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMNS 360</td>
<td>N/A</td>
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<tr>
<td>COURSE NAME/NUMBER</td>
<td>FORMER COURSE NUMBER</td>
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<tr>
<td>Advocacy and Proposal Writing</td>
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<tr>
<td>COURSE DESCRIPTIVE TITLE</td>
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CALENDAR DESCRIPTION:

Students will learn advocacy and proposal writing at an advanced level. The courses focuses on research proposals, funding proposals, persuasive requests to municipal and regional governments, service proposals, and advocacy campaigns to advocate social change. Students will be required to demonstrate advanced and focused secondary research skills, especially with government documents. This course will address the writing skills connected to larger social and political issues.

PREREQUISITES: CMNS 250 or CMNS 251, and one of CMNS 125, 155, 212, ENGL 105, or MACS 212.

SYNONYMOUS COURSE(S)
(a) Replaces: (Course #) (Department/Program)
(b) Cannot take: (Course #) for further credit. (Department/Program)

TOTAL HOURS PER TERM: 60
STRUCTURE OF HOURS:
Lectures: 20 Hrs
Seminar: 20 Hrs
Laboratory: Hrs
Field Experience: Hrs
Student Directed Learning: 20 Hrs
Other (Specify): Hrs

MAXIMUM ENROLLMENT: 25
EXPECTED FREQUENCY OF COURSE OFFERINGS:
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): Wendy Burton
Department Head: Raymond Welch
Chairperson: Raymond Welch (Curriculum Committee)
Dean: Dr. Virginia Cooke
PAC Approval in Principle Date: PAC Final Approval Date: April 29, 2005
LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

1. To identify common elements of proposals for funding
2. To identify common elements of proposals for service/education programs
3. To demonstrate common elements of advocacy writing
4. To identify common elements of advocacy writing to effect social change
5. To conduct effective research with government documents
6. To work effectively with a “not-for-profit” agency or organization to develop an effective advocacy campaign
7. To analyze effective campaigns advocating social change
8. To demonstrate the common elements of proposal and advocacy writing in original written material
9. To demonstrate effective planning for an advocacy campaign

METHODS:
Small group exercises, lectures, simulations, case study method, field-based research.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
Credit can be awarded for this course through PLAR (Please check: )  ☒ Yes    ☐ No

METHODS OF OBTAINING PLAR:
Student portfolio, documenting effective communications to do with an advocacy campaign and/or a proposal for funding for a not-for-profit organization or agency, and a writing assignment completed on site.

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:]

SUPPLIES / MATERIALS:

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]
Description and analysis of case study 5-10%
Letter to the Editor 5-10%
Preliminary Proposal 10-20%
Literature review of government documents 15%
Sales Pitch Analysis 5-10%
Case study of campaign for social change 15%
Major project 30%
Short writing projects 10%
COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

- the rhetoric of persuasion
- advocacy cases
- knowing your Left from your Right: The politics of persuasion
- analysing the community
- analysing the reader
- analysing the "call for proposal"
- conducting research in government reports, archives, and statistics
- theories and practice of communicating for advocacy
- theories and practice of proposal writing
- organizing the campaign*
- understanding the campaign*
- developing the action plan*
- the politics of "writing well"

*Note: the advocacy campaign is not conducted during this course.