### OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<table>
<thead>
<tr>
<th>Course Code and Number: CMNS 360</th>
<th>Number of Credits: 3</th>
<th>Course credit policy (105)</th>
</tr>
</thead>
</table>

**Course Full Title:** Advocacy Writing  
**Course Short Title:**

**Faculty:** Faculty of Humanities  
**Department (or program if no department):** Communications

**Calendar Description:**
Students will practice advocacy writing at an advanced level. The course focuses on writing persuasive requests, advocacy planning, media planning, implementing strategy, and writing advocacy campaigns for social change. This course will address the writing skills connected to larger social and political issues.  
Note: Students will be required to participate in global social media environments.

**Prerequisites (or NONE):**  
45 university-level credits including one of the following: CMNS 125, CMNS 155, CMNS 175, CMNS 212, ENGL 105, or MACS 212. CMNS 251 or another second year CMNS course is recommended.

**Corequisites (if applicable, or NONE):** None.  
**Pre/corequisites (if applicable, or NONE):** None.

**Equivalent Courses (cannot be taken for additional credit):**
Former course code/number:  
Cross-listed with:  
Equivalent course(s):  
*Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.*

**Transfer Credit:**
- Transfer credit already exists: ☒ Yes ☐ No  
- Transfer credit requested (OReg to submit to BCCAT): ☐ Yes ☐ No  
  (Note: If yes, fill in transfer credit form)
- Resubmit revised outline for articulation: ☐ Yes ☒ No  
To find out how this course transfers, see [bctransferguide.ca](http://bctransferguide.ca).

**Total Hours:** 45  
**Typical structure of instructional hours:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture hours</td>
<td>15</td>
</tr>
<tr>
<td>Seminars/tutorials/workshops</td>
<td>15</td>
</tr>
<tr>
<td>Laboratory hours</td>
<td></td>
</tr>
<tr>
<td>Field experience hours</td>
<td></td>
</tr>
<tr>
<td>Experiential (practicum, internship, etc.)</td>
<td></td>
</tr>
<tr>
<td>Online learning activities</td>
<td></td>
</tr>
<tr>
<td>Other contact hours: student directed learning</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>45</strong></td>
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**Special Topics:**
**Will the course be offered with different topics?**  
☑ Yes ☐ No  
If yes,  
Different lettered courses may be taken for credit:  
☐ No ☐ Yes, ☐ repeat(s) ☐ Yes, no limit  
*Note: The specific topic will be recorded when offered.*

**Maximum enrolment (for information only):** 25  
**Expected frequency of course offerings**  
(every semester, annually, etc.): every other year

<table>
<thead>
<tr>
<th>Department / Program Head or Director: Samantha Pattridge</th>
<th>Date approved: March 7, 2014</th>
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</thead>
<tbody>
<tr>
<td>Campus-Wide Consultation (CWC)</td>
<td>Date of posting: September 19, 2014</td>
</tr>
<tr>
<td>Faculty Council approval</td>
<td>Date approved: October 10, 2014</td>
</tr>
<tr>
<td>Dean/Associate VP:</td>
<td>Date approved: October 10, 2014</td>
</tr>
<tr>
<td>Undergraduate Education Committee (UEC) approval</td>
<td>Date of meeting: January 30, 2015</td>
</tr>
</tbody>
</table>
Learning Outcomes
Upon successful completion of this course, students will be able to:
1. identify common elements of advocacy writing to effect social change
2. analyze effective campaigns advocating social change
3. compose an effective planning document for an advocacy campaign
4. construct a media plan for an advocacy campaign
5. develop a comprehensive advocacy campaign

Prior Learning Assessment and Recognition (PLAR)
☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department’s discretion)
Small group exercises, lectures, simulations, case studies

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download supplemental Texts and Resource Materials form)

<table>
<thead>
<tr>
<th>Author Surname, Initials</th>
<th>Title (article, book, journal, etc.)</th>
<th>Current Edition</th>
<th>Publisher</th>
<th>Year Published</th>
</tr>
</thead>
</table>

Required Additional Supplies and Materials (Eg. Software, hardware, tools, specialized clothing)

Typical Evaluation Methods and Weighting

<table>
<thead>
<tr>
<th>Final exam:</th>
<th>%</th>
<th>Assignments:</th>
<th>100%</th>
<th>Midterm exam:</th>
<th>%</th>
<th>Practicum:</th>
<th>%</th>
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<tbody>
<tr>
<td>Quizzes/tests:</td>
<td>%</td>
<td>Lab work:</td>
<td>%</td>
<td>Field experience:</td>
<td>%</td>
<td>Shop work:</td>
<td>%</td>
</tr>
<tr>
<td>Other:</td>
<td>%</td>
<td>Other:</td>
<td>%</td>
<td>Other:</td>
<td>%</td>
<td>Total:</td>
<td>100%</td>
</tr>
</tbody>
</table>

Details (if necessary):
Letter to the Editor 10%
Preliminary Proposal 10%
Literature review of government documents 10%
Web analysis / Media analysis 10%
Case study of campaign for social change 10%
Major project 25%
Presentation of major project 15%
Short writing projects/probes 10%

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☐

Typical Course Content and Topics
Week 1: Introduction to the course; defining advocacy
Week 2: Exploring advocacy genres; letters to the editor
Week 3: Local, regional, national and global advocacy
Week 4: Examples of advocacy work
Week 5: Proposals as a plan for action
Week 6: The rhetorical context of advocacy writing
Week 7: The research imperative in advocacy work
Week 8: Making use of the traditional and online (and social) media
Week 9: Fundraising for advocacy work
Week 10: Evaluating advocacy efforts
Week 11: Week 12: Advocacy campaign planning, writing, review, revision, and reflection
Week 13: Reflection on advocacy