### CMNS 365 Communications

#### Course Name/Number: CMNS 365

**Faculty/Department:** Communications

**UFV Credits:** 3

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#### Course Descriptive Title

Grant and Proposal Writing

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#### Calendar Description:

Grant and proposal writing for fundraising, job creation, or professional purposes is the backbone of many for-profit, non-profit, and consulting organizations. In this course, students will write grants for fundraising and development purposes and will respond to RFPs (requests for proposals). The elements of making a persuasive case in written form will be the focus of this course. Students will learn how to create memorable and effective grants, proposals, letters of intent, and cover letters. Students will learn how to write and design a memorable case document; how to effectively research potential donors or employment contracts; how to prepare a budget for an RFP or fundraising proposal; and the ethical dimensions and dilemmas of grantsmanship and stewardship.

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#### Prerequisites:

45 university-level credits and one of: CMNS 125, 155, 175, or ENGL 105

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#### SYNOMOUS COURSE(S):

(a) Replaces:
(b) Cross-listed with:
(c) Cannot take:

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#### Structure of Hours:

<table>
<thead>
<tr>
<th>Lectures</th>
<th>15 Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar</td>
<td>5 Hrs</td>
</tr>
<tr>
<td>Laboratory</td>
<td>5 Hrs</td>
</tr>
<tr>
<td>Field experience</td>
<td>Hrs</td>
</tr>
<tr>
<td>Student directed learning</td>
<td>Hrs</td>
</tr>
<tr>
<td>Other (specify): workshops</td>
<td>20 Hrs</td>
</tr>
</tbody>
</table>

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#### Training Day-Based Instruction:

- Length of course:
- Hours per day:

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#### Other:

- Maximum enrolment: 25
- Expected frequency of course offerings: annually

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#### WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)

- Yes
- No

#### WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)

- Yes
- No

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#### Course Designer(s):

Madeleine Hardin

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#### Course Implementation Date:

September 2009

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#### Course Revised Implementation Date:

April 2013 (four years after UPAC approval)

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#### Course To Be Reviewed:

April 2013 (month, year)

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#### Course Designer:

Madeleine Hardin

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#### Department Head:

Lynn Kirkland Harvey

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#### Supporting area consultation (UPACA1):

Moira Gutteridge-Kloster

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#### Curriculum Committee Chair:

Moira Gutteridge-Kloster

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#### Dean/Associate VP:

Eric Davis

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#### Undergraduate Program Advisory Committee (UPAC) approval:

Moira Gutteridge-Kloster

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#### Date approved:

February 2009

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#### Date of meeting:

February 27, 2009

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#### Date approved:

April 2009

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#### Date of meeting:

April 7, 2009

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#### Date approved:

April 24, 2009
LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

- Explain the importance of the case for support for any fundraising or business initiatives.
- Write a memorable case statement, cover letter, letter of intent, and proposal.
- Prepare effective budgets, letters of intent, and evaluation tools.
- Identify and examine the ethical and accountability dimensions of writing persuasive grants and proposals.
- Research prospects for funding or for contracts.
- Define key terms that relate to grantsmanship.
- Write mission and vision statements.
- Identify the factors needed for institutional readiness for fundraising or RFP responses.
- Apply and identify persuasive techniques in all written documents.

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)

This is designed as an online course with readings, discussion, group work, simulations, and guest lectures online.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

- Examination(s)
- Portfolio assessment
- Interview(s)

Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

Course Pack

And a text such as:


SUPPLIES / MATERIALS:

Students will need high-speed access to the internet and access to a computer.

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

- Preliminary proposal 10%
- Mission and vision statement 05%
- Case statement 10%
- Letter of intent 10%
- Cover letter 10%
- RFP or grant proposal 25%
- Evaluation plan 10%
- Oral presentation 20%

COURSE CONTENT:

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

1. Introduction to the course, the terms, and expectations.
2. Preliminary proposals – a discussion of different proposal types.
3. Motivation for writing effective grants and proposals.
4. Organizational readiness to respond to an RFP or to write a grant.
5. Where is the money? Researching donor or project prospects.
6. Writing for results and the elements of persuasion.
7. The characteristics of a well-written proposal.
8. Writing memorable objectives.
10. The importance of responding to a potential grantor's interests and guidelines
11. Ethical dilemmas and dimensions of grantsmanship and proposal writing.
12. Dynamic oral presentations.