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 465</th>
<th>Number of Credits: 3 [Course credit policy (105)]</th>
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</table>

Course Full Title: Grant and Proposal Writing  
Course Short Title:  

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

Calendar Description:
Students will make a persuasive case in grants, proposals, letters of intent, and cover letters. Students will write and design a persuasive case document, research potential donors, prepare a budget, and articulate the ethical dimensions of grants management. Note: Students will be required to participate in global social media environments.

Note: Students with credit for CMNS 365 cannot take this course for further credit.

Prerequisites (or NONE): 45 university-level credits and one of the following: CMNS 125, CMNS 155, CMNS 175, CMNS 212, CMNS 251, CMNS 312, or ENGL 105.

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: CMNS 365  
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.

Total Hours: 45

<table>
<thead>
<tr>
<th>Typical structure of instructional hours:</th>
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<tbody>
<tr>
<td>Lecture hours</td>
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<tr>
<td>Seminars/tutorials/workshops</td>
</tr>
<tr>
<td>Laboratory hours</td>
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<tr>
<td>Field experience hours</td>
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<tr>
<td>Experiential (practicum, internship, etc.)</td>
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<tr>
<td>Online learning activities</td>
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<tr>
<td>Other contact hours: workshops</td>
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<td><strong>Total</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

Department / Program Head or Director: Samantha Pattridge  
Date approved: March 7, 2014

Campus-Wide Consultation (CWC)  
Date of posting: n/a

Faculty Council approval  
Date approved:  

Dean/Associate VP:  
Date approved:  

Undergraduate Education Committee (UEC) approval  
Date of meeting: June 20, 2014
Learning Outcomes
Upon successful completion of this course, students will be able to:

- Analyze the elements of case statements for fundraising or business initiatives.
- Write a persuasive case statement, cover letter, letter of intent, and proposal.
- Prepare effective budgets, letters of intent, and evaluation tools.
- Identify the ethical and accountability dimensions of writing persuasive grants and proposals.
- Research prospects for funding or for contracts.
- Define key terms that relate to grant management.
- Write mission and vision statements.
- Identify the factors needed for institutional readiness for fundraising or Request for Proposal (RFP) responses.
- Apply persuasive techniques in presentations and written documents.

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)
Readings, discussion, group work, simulations, and guest lectures.

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>
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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>
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Details (if necessary):

| Preliminary proposal | 10% |
| Mission and vision statement | 10% |
| Case statement | 10% |
| Letter of intent | 10% |
| RFP or grant proposal | 30% |
| Evaluation plan | 10% |
| Oral presentation | 20% |

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, the terms and expectations
Week 2: An examination of different proposal types
Week 3: Motivation for writing effective grants and proposals
Week 4: Organizational readiness to respond to an RFP or to write a grant
Week 5: Where is the money? Researching donor or project prospects
Week 6: Writing for results and the elements of persuasion
Week 7: The characteristics of a well-written proposal
Week 8: Writing memorable objectives
Week 9: Project evaluation plan and budget preparation
Week 10: Responding to a potential grantor’s interests and guidelines
Week 11: Ethical dilemmas and dimensions of grant management and proposal writing
Week 12: Pitching the funding proposal