UNIVERSITY OF THE FRASER VALLEY

ORIGINAL COURSE IMPLEMENTATION DATE: **September 2009**
REVISED COURSE IMPLEMENTATION DATE: **January 2016**
COURSE TO BE REVIEWED: (six years after UEC approval) **November 2020**
Course outline form version: 11/22/13

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: CMNS 465 **Number of Credits: 3** Course credit policy (105)

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): 60 university-level credits including one of the following: CMNS 212, CMNS 251, or CMNS 312.

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
Typical structure of instructional hours:

Lecture hours	15
Seminars/tutorials/workshops	30
Laboratory hours	
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours:	
Total	**45**

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:**	September 19, 2014
Faculty Council approval		**Date approved:**	October 10, 2014
Dean/Associate VP:	Jacqueline Nolte	**Date approved:**	October 10, 2014
Undergraduate Education Committee (UEC) approval		**Date of meeting:**	November 21, 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)

	Author Surname, Initials	Title (article, book, journal, etc.)	Current Edition	Publisher	Year Published
1.	Clarke, C.A.	Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising	☒	Wiley	2009
2.			☐		
3.			☐		
4.			☐		
5.			☐		

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	100%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	100%

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 a Request for Proposal "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