UNIVERSITY COLLEGE of the FRASER VALLEY

COURSE IMPLEMENTATION DATE: September 1990
COURSE REVISED IMPLEMENTATION DATE: April 2005
COURSE TO BE REVIEWED: April 2009
(Four years after implementation date) (MONTH YEAR)

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

FACULTY/DEPARTMENT: **Communications**

MACS 212	**N/A**	**3**
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS

Applied Communications
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course assists students to develop practical strategies to communicate clearly to a variety of different audiences. Topics include the role and function of specialist languages in advertising, advocacy and the media, social marketing, audience analysis, and public relations.

PREREQUISITES: A C or better in one of CMNS 125, CMNS 155, CMNS 165, or English 105
COREQUISITES:

SYNONYMOUS COURSE(S)
(a) Replaces: **N/A** *(Course #)*
(b) Cannot take: **CMNS 212** *(Course #)* for further credit.

SERVICE COURSE TO:
(Department/Program)
(Department/Program)

TOTAL HOURS PER TERM: **45**
STRUCTURE OF HOURS:

Lectures:	**35**	Hrs
Seminar:	**5**	Hrs
Laboratory:		Hrs
Field Experience:	**5**	Hrs
Student Directed Learning:		Hrs
Other (Specify):		Hrs

TRAINING DAY-BASED INSTRUCTION
LENGTH OF COURSE:
HOURS PER DAY:

MAXIMUM ENROLLMENT: **25**
EXPECTED FREQUENCY OF COURSE OFFERINGS: **Once every year**

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): Madeleine Hardin
Chairperson: Raymond Welch *(Curriculum Committee)*
Department Head: Raymond Welch
Dean: Dr. Virginia Cooke
PAC Approval in Principle Date:
PAC Final Approval Date: April 29, 2005

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

• To learn the forms and techniques of advocacy writing and communication.

• To produce written & web based documents that are commonly used in advocacy situations, such as: press releases, persuasive and development proposals, programs, promos, and journalistic articles.

• To learn how to critically assess all mass media messages for signs of advocacy bias.

• To learn technical and professional writing skills.

METHODS:

Lecture, computer lab, industry internships, tutorials and discussion.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

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

METHODS OF OBTAINING PLAR:

Submission of portfolio will be considered.

TEXTBOOKS, REFERENCES, MATERIALS:

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

Wilcox, L. Dennis, (2001). *Public Relations Writing and Media Techniques*, Fourth Edition. Longman
Newsom, Doug, & Carrell, Bob. *Public Relations Writing Form and Style*. Sixth Edition. Wadsworth
Newson, Doug, & VanSlyke Turk, Judy, & Kruckeberg, Dean. *This Is PR.* Eighth Edition. Thomson Wadsworth

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

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

Labs	15%
Exams: Mid-term and Final	25%
Article, press release, proposal	25%
Term project	25%
Presentations	10%

COURSE CONTENT:

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

1. the nature of advocacy
2. techniques and forms of technical and professional writing
3. audience research
4. elements of grantsmanship
5. elements of public relations theory & practice
6. media relations
7. uses of new media for advocacy and Public Relations
8. elements of persuasion