



COURSE OUTLINE		
TERM: Fall 2023	COURSE NO: CMNS 390	
INSTRUCTOR:	COURSE TITLE: Writing for Online Engagement	
OFFICE: LOCAL: E-MAIL:	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lilwat7úl (Lil'wat), xʷmə ̓ ̓kʷəyəm (Musqueam), Shíshálh (Sechelt), S̓kw̓x̓wú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tseil-Waututh) people on whose territories our campuses are located.

#### **COURSE FORMAT**

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. Students will be expected to do assigned readings, engage in class discussions, and undertake community engagement in the form of conducting interviews. May be delivered online or in mixed mode.

#### **COURSE PREREQUISITES**

45 credits of 100-level or higher coursework.

#### **CALENDAR DESCRIPTION**

Students will analyze the communication methods used by organizations to engage their target audiences primarily through publishing a body of written digital content. The emphasis will be on long-form, journalistic writing intended to foster a relationship with readers. Students will have the opportunity to hear from professionals in the digital media industry. The written pieces that students produce can serve as writing samples in their ePortfolio.

#### **COURSE NOTE**

It is recommended that students take CMNS 190 before taking this course.

#### **REQUIRED TEXTS AND/OR RESOURCES**

Textbook may vary by instructor.

Other required and recommended reading resources will be available through the course eLearn.

## COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Apply critical thinking to the study of how digital written content is employed by for-profit or non-profit organizations to connect with a target audience and meet the organization's objectives.
2. Define the audience and identify the objectives of an organization's online presence.
3. Acquire and model principles and techniques used by online content creators to engage their audiences.
4. Assess and explain the online content strategies employed by a chosen organization for their online presence.
5. Compare and contrast the strategies and tactics employed by different organizations operating in the same niche or industry sector.
6. Prepare and present case studies that compare and contrast the approaches of multiple online content creators.
7. Manage the planning and logistics of conducting the necessary research and analysis, including any necessary interviews.
8. Create short-form and long-form written original content that is consistent with the digital strategy of a specific organization or individual online and appropriate for the intended audience.
9. Act as part of a learning community, practicing self-directed learning and sharing with colleagues.

## COURSE CONTENT

Topic	# of weeks
Historical evolution: print to online publishing	1
Define study organizations and objectives	1
Use of audience personas	1
Content strategy, planning and processes	1
Guest speakers from industry	2
Creating content	3
Voice, tone, formats	1
Promotion, linkages, and SEO	2
Measuring engagement and adaptation	1
Final exam period	2

## EVALUATION PROFILE

Organization/Industry case study backgrounder	5-10%
Sharing segment notes and resources	10-20%
Long-form written piece and workshop	15-20%
Journals x 3	10-15%
Case study of organization's online written engagement and final presentation	20-30%

Mind map	5-10%
Participation & professionalism	0-10%
TOTAL	100%

\*The Participation & Professionalism grade will be determined by the following: regular and thoughtful contribution to discussions in class, workshops, and group work; adherence to the basic rules of professionalism that would apply in industry (timely and respectful communications, respect for deadlines and meeting times etc.)

### GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

### Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

### Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand. A penalty of 10% a day may be applied to late assignments.

### Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed workshops or other activities may not be able to be accommodated. Please consult with your instructor.

\*\*\* Accommodations can be made to honour community needs and traditional practices.

### Attendance

Students are expected to attend all classes and associated activities.

### English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

### Electronic Devices

Students may use electronic devices during class for note taking only.

### On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

## UNIVERSITY OPERATIONAL DETAILS

### Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

**Capilano University Security: download the [CapU Mobile Safety App](#)**

### Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

### Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than

the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.