

# COMMUNICATIONS AND PROFESSIONAL WRITING

---

## Program Outline

<b>Major:</b>	PROW
<b>Length:</b>	1 Year
<b>Delivery:</b>	2 Semesters
<b>Credential:</b>	Ontario College Graduate Certificate
<b>Effective:</b>	2017-2018
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

---

### Description

Students focus on professionalizing their communication skills through intensive practical writing activities and the application of relevant theoretical content. Students plan, create, edit, and deliver messages for a range of audiences, purposes, and mediums, including print, social media, and web-based contexts. Independently and collaboratively, students complete projects including case studies, writing workshops, and project management assignments. Students gain professional and entrepreneurial skills for industry and self-employment, as well as real life experience through participation in a placement during the final semester.

### Career Opportunities

Graduates enhance their professional experience in fields that require advanced communication skills. Potential areas of employment include, but are not limited to, writing for social media and web-based environments, engineering, business, and social services, as well as within the public, private, and non-profit sectors. Graduates also may pursue careers as self-employed entrepreneurs.

### Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- compose messages that are clear, concise, and error free to address the needs of a specified audience and purpose;
- produce print and electronic media that apply industry-led principles of style, design, layout, and format to address client goals and user needs;
- employ requisite levels of the editing process to craft content across a variety of media formats for purpose, concision, clarity, and usability;
- produce text that applies appropriate and stylistic conventions of genre, logic, and rhetoric for a variety of audience types and communication needs;
- integrate credible sources with appropriate industry and/or academic citation styles, to create documents that demonstrate professional rigour;
- address user needs by providing a range of complementary documents in a project cycle;
- apply key functions of leadership and team-orientation to ethically manage the life-cycle of writing projects appropriate to a given medium;
- employ entrepreneurial strategies to identify and respond to new opportunities across the technical communication field;
- combine end-user needs with sound environmental and cost-efficient principles to promote active stewardship in documentation and publication design.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1 | Sem 2

-----

Fall | Winter

2017 | 2018

### **Admission Requirements:**

Applicants must have either a Post-secondary advanced diploma or degree, in a relevant field or discipline. All applicants must submit a cover letter and resume to accompany their application.

**Graduation Requirements:**

12 Mandatory Courses

1 Placement

**Graduation Eligibility:**

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

**Mandatory Courses**

PROW1000 Professional Writing 1  
PROW1001 Collaboration and Project Management  
PROW1002 Copywriting Fundamentals  
PROW1003 Research for Professional Writing  
PROW1004 Format, Layout, and Design  
PROW1005 Style and Editing 1  
PROW1006 Professional Writing 2  
PROW1007 Proposal Writing  
PROW1008 Creative Storytelling  
PROW1009 Writing for the Web  
PROW1010 Style and Editing 2  
PROW1011 Professional Writer in Practice

**Placement**

PROW1012 Professional Writing Placement

**Course Descriptions:**

PROW1000 Professional Writing 1 42.0 Hours

In this course, students are introduced to the scope and function of writing for different audiences and purposes and the role of the technical communicator as an ethical professional. Through a combination of lectures, practical writing, and lab activities, students learn how to communicate technical information using a variety of text-based and web tools. Students learn concepts, techniques, and writing styles applicable to the technical field.

PROW1001 Collaboration and Project Management 42.0 Hours

When working on collaborative projects, writers need to understand the fundamental principles for successful project management, including how groups can work most effectively and productively. In this course, students learn how to manage the life cycle of a project, to identify potential constraints, and to ensure projects move from

initiation through to successful completion. Students create project related documentation and graphics using appropriate industry software.

#### PROW1002 Copywriting Fundamentals 42.0 Hours

This is an intensive writing course where students develop the knowledge and skills to become creators of digital, broadcast and print content. Students write for a variety of audience types and media styles, including online platforms. Creative and analytical skills are encouraged through writing projects, and the principles of structure and organization as a means to produce effective copy are explored.

#### PROW1003 Research for Professional Writing 42.0 Hours

As a precursor to the writing process, students develop their research skills in a variety of contexts. This course is subject matter driven, and students develop the ability to locate secondary research sources by using databases, digital libraries and other methods of research that are appropriate to need. Students also focus on developing primary research skills as a tool to support independent studies and for a variety of document types such as proposals, technical documents and design manuals.

#### PROW1004 Format, Layout, and Design 42.0 Hours

Students learn the fundamentals of document design in this course. As a precursor to Writing for the Web in the second semester, students learn to appreciate how messages are affected by the selected medium, as well as how layout, design, and clear and consistent formatting techniques are necessities to the effectiveness of a text. Using a variety of software applications, students focus on content and document design that demonstrate the importance of visual logic, organization, and clarity.

#### PROW1005 Style and Editing 1 42.0 Hours

Throughout this first semester course, emphasis is placed on being able to identify errors and indicate required changes to a variety of long and short messages. Students are introduced to the principles of advanced grammar, punctuation and sentence structure, as they practice and reinforce their skills through rigorous writing activities. Students also focus on developing non-technical skills such as polishing language, clarifying content, and streamlining structure as part of stylistic and substantive editing processes.

#### PROW1006 Professional Writing 2 42.0 Hours

Students build on the techniques covered in Professional Writing 1, using research and project planning to support their writing skills as they undertake a sustained writing task. Students manage the writing and editing process from initiation to final draft, using appropriate technology.

P- PROW1000 Professional Writing 1

#### PROW1007 Proposal Writing 42.0 Hours

In this course, students are provided with practical experiences of writing to defined criteria, such as those found in proposal outlines. Students gain hands-on writing experience through workshops as they gather supporting information, and compose coherent and effective messages that inform and persuade the reader to act. A variety of proposal types are examined, including community development proposals and Requests for Proposals (RFPs), as a means of understanding the function of criteria and guidelines in applications.

#### PROW1008 Creative Storytelling 42.0 Hours

Through stylistic writing principles, students learn how build narratives that captivate and engage readers. Building on traditional methods of storyline development, such as plot line and character development, students optimize their storytelling skills to create messages that inform and persuade.

#### PROW1009 Writing for the Web 42.0 Hours

In this practical writing course, students incorporate some of the fundamental elements of Web design with content development, and build on the content learned in Copywriting Fundamentals. Students learn how to source images and videos, and integrate them with relevant text for an online audience. Exploration of online content may include web pages, blogs, virtual magazines and writing across social media platforms.

P- PROW1002 Copywriting Fundamentals

#### PROW1010 Style and Editing 2 42.0 Hours

Within this course, students focus on applying the skills learned in Style and Editing 1. Students employ advanced editing procedures through practical writing assignments as they develop a professional portfolio of writing. Students explore how to market their own skills as freelance editors through association with professional organizations.

P- PROW1005 Style and Editing 1

#### PROW1011 Professional Writer in Practice 42.0 Hours

Within this course, students undertake a capstone project that embraces content and skill acquired over the two-semester period. Students select areas of particular professional interest and begin to make connections with industry specialists to create a piece of written content for a selected medium, audience, and purpose. The result is a substantial, professional project to be included in individual portfolios.

P- PROW1000 Professional Writing 1 and P- PROW1002 Copywriting Fundamentals and P- PROW1005 Style and Editing 1

#### PROW1012 Professional Writing Placement 240.0 Hours

Students complete a minimum of 240 hours in an approved professional setting performing a number of competencies to allow students opportunities to demonstrate ability in the field.

P- PROW1001 Collaboration and Project Management and P- PROW1002 Copywriting Fundamentals and P- PROW1003 Research for Professional Writing and P- PROW1004 Format, Layout, and Design and P- PROW1005 Style and Editing 1 and C- PROW1006 Professional Writing 2 and C- PROW1007 Proposal Writing and C- PROW1008 Creative Storytelling and C- PROW1009 Writing for the Web and C- PROW1010 Style and Editing 2 and C- PROW1011 Professional Writer in PracticeP- , PROW1000 Professional Writing 1

### **Course Description Legend**

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*