

# MODEL ROUTE

<b>School:</b>	SCMAD (School of Communication Media, Arts and Design)	<b>Program Number:</b>	<b>6440</b>		
<b>Program Title:</b>	<b>Communications - Professional Writing</b>	<b>Credential:</b>	<input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Graduate Certificate <input type="checkbox"/> Degree <input type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma		
<b>Program Delivery Mode:</b>	<input type="checkbox"/> Co-Op <input type="checkbox"/> Online <input type="checkbox"/> Fast Track <input type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Non Co-op	<b>Duration :</b>	<input checked="" type="checkbox"/> 2 Semesters <input type="checkbox"/> 3 Semesters <input type="checkbox"/> 4 Semesters <input type="checkbox"/> 6 Semesters <input type="checkbox"/> 8 Semesters		
<b>Campus:</b>	<b>SAC</b>				
<b>Intake:</b>	<b>Fall</b>				

Course Code	Course Title	Co/Pre Requisite (Course Code)	Lab Hours	Lecture Hours	Field Placement Hours	Course Delivery ODL=Online BLD=Blended HYB = Hybrid	Total Course Hrs (Lab + Lecture + Field)	Weeks (14)	Total Hours
<b>Semester 1</b>		<b>Fall 2023</b>							
CMPW-700	<b>Content Bootcamp (wk 1 &amp; 10)</b>			24			24	2	48
CMPW-721	Instructional Design			3			3	6	18
CMPW-709	Technical Communications 1			3			3	6	18
CMPW-703	Web Copywriting			3			3	12	36
CMPW-704	Webtools			3			3	12	36
CMPW-706	Visual Design & Layout			3			3	12	36
CMPW-707	Communications Strategy & Planning			3			3	12	36
CMPW-708	Editing			3			3	12	36
CMPW-799	Storyworks 1			1			1	12	12
								<b>Total</b>	<b>276</b>
<b>Semester 2</b>		<b>Winter 2024</b>							
CMPW-723	Storyworks 2	CMPW-799		2			2	8	16
CMPW-710	Digital Storytelling			4			4	8	32
CMPW-712	Presentations & Speech Writing			3			3	8	24
CMPW-714	<b>Data Communication</b>	CMPW-706		3			3	8	24
CMPW-716	Content Management	CMPW-704		3			3	8	24
CMPW-717	Report Writing			3			3	8	24
CMPW-719	eLearning for the Workplace	CMPW-721, CMPW-722		3			3	8	24
CMPW-718	Technical Communications 2	CMPW-721, CMPW-722, CMPW-709		3			3	8	24
CMPW-720	Field Placement				35		35	6	210
								<b>Total</b>	<b>402</b>

**Minimum Grade Required: (C)**

**\*Minimum Grade Required: (D)/ Students who test at COMM170/171 exempt**

**Total Program Hours: 678**

**C = Co-Requisite; P = Pre-Requisite**

**Notes:**

◆ This course may be offered in one of the following modalities (Online, Hybrid or Blended)



**Signature:** \_\_\_\_\_  
School Dean/Chair

26-Apr-23  
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Revised Date