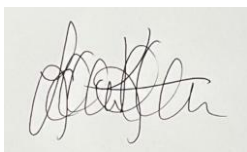


# MODEL ROUTE

<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						
<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 2024</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 2025</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,		3			3	8	24
CMPW 718	Technical Communications 2	CMPW-721, CMPW-709		3			3	8	24
CMPW 720	Field Placement				35		35	6	210
								<b>Total</b>	<b>402</b>
<b>Minimum Grade Required: (C)</b>									
<b>*Minimum Grade Required: (D)/ Students who test at COMM170/171 exempt</b>									
								<b>Total Program Hours:</b>	<b>678</b>
<b>C = Co-Requisite; P = Pre-Requisite</b>									
<b>Notes:</b> ♦ This course may be offered in one of the following modalities (Online, Hybrid or Blended)									



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

20-Dec-23  
Revised Date