

MODEL ROUTE

School:	SCMAD (School of Communication Media, Arts and Design)	Program Number:	6441		
Program Title:	Communications - Professional Writing	Credential:	<input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Graduate Certificate <input type="checkbox"/> Degree <input type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma		
Program Delivery Mode:	<input type="checkbox"/> Co-Op <input checked="" type="checkbox"/> Online <input type="checkbox"/> Fast Track <input type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Non Co-op	Duration :	<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		
Campus:	SAC				
Intake:	Fall				

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
Semester 1		Fall 2023							
CMPW-700	Content Bootcamp (wk 1 & 10)			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
								Total	276
Semester 2		Winter 2024							
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	Data Communication	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
								Total	402

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

Revised Date