


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 2024									
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 2025									
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		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
								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

20-Dec-23

Revised Date