New Course
CMN 3960, Advocacy and Message Design

1. Catalog Description:
   a. Course Number: CMN 3960
   b. Course Title: Advocacy and Message Design
   c. Meeting Times and Credit: 3-0-3
   d. Terms to be offered: On Demand
   e. Short Title: Advoc & Mes Des
   f. Catalog Description: This course is intended to introduce students to advocacy and message design. It is an applied course designed to develop essential writing skills for a career in advertising, corporate communication, public relations or other areas in communication.
   g. Prerequisites: CMN 2920 or permission of instructor.

2. Objectives and Evaluation of the Course:
   a. Objectives of this course:
      o Students will understand and practice fundamentals of structure and message construction.
      o Students will understand stylistic elements as well as how to write for various media.
      o Students will examine legal and ethical issues.
      o Students will demonstrate the ability to write in a variety of contexts and understand the importance of deadlines.
   b. This is not a general education course.
   c. Methods of assessing students’ achievement will include:
      o Mid-term and Final exams, which will assess students’ understanding of course theories, fundamentals, and legal/ethical issues.
      o In class and outside class writing assignments, which will assess students’ ability to apply stylistic elements, write in a variety of contexts, and meet deadlines.
      o Mid-term and Final Projects, which will assess the students’ ability to apply course concepts to construct messages in a variety of contexts.
   d. This course is not at the 4750-4999 level.
   e. This course is Writing Intensive. At least 35% of the final course grade will be determined by writing assignments. One writing assignment will be revised by the student after instructor review.

3. Course Outline:
   a. Units of time for course material: 15 weeks of 45 50-minute class periods.
      - Week 1: Introduction to Planning & Message Construction
      - Week 2: Audience Analysis
      - Week 3: Guidelines and Stylistic Elements
      - Week 4: Researching Types of Messages
      - Week 5: Legal and Ethical Considerations
Week 6 Persuasive Writing  
Week 7 Reporting/Generating Messages  
Weeks 8 & 9 Mass Media Scripting  
Week 10 Promotional Messages & Campaigns  
Week 11 On-Line Writing  
Week 12 Newsletters, Brochures & Direct Mail  
Week 13 Speech Writing  
Week 14 Advertising  
Week 15 Evaluation Tools  

b. This course will be offered in a traditional lecture format.

4. Rationale:
   a. Purpose and Need: This course will provide students in the corporate communication option, public relations option, and advertising minor an opportunity to learn how to plan and prepare messages for a variety of contexts and audiences. These students need to understand several types of message construction and writing styles, ranging from persuasive materials to news writing. This course provides the broad range of experiences sought by employers.
   b. Justification and prerequisites: The 3000 level of this course is justified because of the difficulty and complexity of course material and the level of writing required for this class. Students will be exposed to a variety of writing styles and will be required to apply them in various contexts. The prerequisite for this course is CMN 3100 (Persuasion).
   c. This course does not duplicate any current offering. Existing courses in the Communication Studies and Journalism departments focus primarily on news writing. This course covers a much broader array of writing styles and message design, including persuasive writing, on-line writing, newsletters, and brochures.
   d. Impact on program. This course will be required for students in the public relations major and advertising option. This course will serve as an elective for students in the corporate communication option.

5. Implementation
   a. Faculty members that could be assigned: Brian Sowa, Mike Bradd
   b. There will be no additional cost to students.
   c. Textbook:
   d. Additional readings may be assigned.
   e. Term to be offered: Fall 2003

6. Community College Transfer
   A community college course will not be judged equivalent to a 3000 or 4000 level course, but may be accepted as a substitute. Upper-division credit will not be awarded.
7. Date approved by the Department: April 12, 2002

8. Date approved by CAHCC: May 8, 2002

9. Date approved by CAA: September 12, 2002