



A: Division: INSTRUCTIONAL

Date: NOVEMBER, 1997

B: Faculty: LANGUAGE, LITERATURE & PERFORMING ARTS

New Course:

Revision of Course JANUARY, 1991

Information Form: X

C: PRFU 495

D: PROFESSIONAL READINESS II E: 3

Subject and Course Number	Descriptive Title	Semester Credit						
F: Calendar Description: This course prepares students for professional writing in the workplace by providing critical information on professional development and business skills, on legal and ethical responsibilities, and on job search and business development strategies. Working under the direction of the instructor, the students will construct a professional portfolio of their work.								
Summary of Revisions: (date & section) 97.11 - A,B,D,E,F,G,H,M,O,P,Q,R								
G: Type of instruction: Hrs per week Lecture: 2 hrs Laboratory: hrs Seminar: 2 hrs Clinical Experience: hrs Field Experience: hrs Practicum: hrs Shop: hrs Studio: hrs Student Directed Learning: hrs Other (specify) hrs Total: 4 hrs	H: Course Prerequisites PRFU 395 or Permission of Coordinator							
	I: Course Corequisites NONE							
	J: Course for which this Course is a Prerequisite NONE							
	K: Maximum Class Size: 30							
	<table border="1"> <tr> <td>M: Transfer Credit</td> <td>Requested</td> <td></td> </tr> <tr> <td></td> <td>Granted:</td> <td>x</td> </tr> </table>		M: Transfer Credit	Requested			Granted:	x
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	Granted:	x						
L: College Credit Transfer x College Credit Non-Transfer Non-Credit								
Specify Course Equivalents or Unassigned Credit as appropriate: UBC: Arts 2nd(3) SFU: U Vic: Other: SEE B.C. TRANSFER GUIDE								

Hal Gray
 Course Designer(s)
McClell
 Faculty Dean

P. H. Doyne
 Vice-President
 Registrar

N. Textbooks and Materials to be Purchased by Students :

No texts are required.

O. COURSE OBJECTIVES

Students will review PRFU 395: Professional Readiness I in the context of their work placement in PRFU 400. They will describe the components of their work experience. They will expand on their job search skills and produce a sophisticated job search/business development strategy. Additionally, students will examine the legal and ethical issues facing professional writers today. As the students learn to identify professional and personal objectives as professional writers, they will produce a writing portfolio that will be presented to the College and business community at the end of term.

P. COURSE CONTENT**1. Introduction: Review of PRFU 395: Professional Readiness I**

The student will:

- a. Study market analysis
- b. Study networks and networking
- c. Learn job hunting/freelancing strategies
- d. Write resumés and covering letters
- e. Identify and describe business skills

2. Work Experience Debriefing

The student will:

- a. Produce a written report on the PRFU 400 work placement
- b. Provide an oral report on this placement for classmates

3. Professional Development

The student will:

- a. Describe the mandates/responsibilities outlined by various professional writing associations
- b. Join a professional writing association
- c. Report on a professional writers' conference/regular meeting
- d. Identify strategies for ongoing educational upgrading
- e. Assess and develop alternatives for meeting professional and personal objectives/goals

4. Job Search/Business Development Strategy

The student will:

- a. Learn how to produce an outline and a workable strategic document
- b. Prepare an outline of a job search or business development strategy

P. COURSE CONTENT - cont'd

5. Legal and Ethical Issues

The student will:

- a. Explain the potential liability associated with different types of written and visual communications
- b. Explain the legal options available to protect writers
- c. Review the major elements of the current copyright laws
- d. Review censorship laws and the concept of freedom of information
- e. Discuss plagiarism, conflict of interest, confidentiality
- f. Discuss the limits of accountability and the morality of representation
- g. Describe the importance of professional responsibility--to self, to clients, to the employing organization--and the potential for conflict
- h. Examine the unique legal and ethical issues involved in writing for the internet and online documentation
- i. Apply his/her knowledge through the analysis of case studies

6. Portfolio Construction

The student will:

- a. Explore job options for work in various writing fields (freelancing and on-going employment)
- b. Produce various job packages for particular job opportunities
- c. Make a job application
- d. Practise various interviewing skills
- e. Participate in simulated job interviews, using videotapes
- f. Examine different styles of portfolio construction, both from a content and a format perspective
- g. Construct a generic portfolio
- h. Construct a job-specific portfolio
- i. Present the generic portfolio.

Q. METHOD OF INSTRUCTION

Instruction will be by lecture, seminar, and one-to-one sessions with the instructor.

R. EVALUATION

Evaluation will be based on this general format:

1.	Work Experience Debriefing	
	Written Report	10%
	Oral Report	10%
2.	Job Search or Business Development	
	Plan Outline	10%
3.	Legal and Ethical Issues Exam	15%
4.	Portfolio Evaluation	
	Instructor	25%
	Peer	20%
	Presentation	<u>10%</u>
		100%