



**Hours to Type of
Instruction / Learning Settings**

Primary Methods of Instructional Delivery and/or
Learning Settings:

Lecture
Seminar

Number of Contact Hours (per week / semester
for each descriptor):

2 hours per we

M: Course Objectives / Learning Outcomes

Students will:

1. identify a writing niche
2. develop and practise the basic skills of applying and interviewing for jobs
3. understand the importance of networking and learn how to set up a network

N: Course Content**1. Finding a Writing Niche**

Successful students will:

- a) review core competencies for professional writers
- b) review and assess their professional/personal strengths and weaknesses in the context of their experience in the program to date (interpersonal skills, presentation and facilitation skills, public-speaking skills, conflict-resolution skills, mediation skills, negotiation skills, ability to meet deadlines, research/writing/editing skills, and so on)
- c) identify an appropriate writing niche in preparation for PRFU 400: Work Experience

2. Getting a Job

Successful students will:

- a) prepare for job interviews (including researching companies, practising for interviews, preparing work samples, developing questions, revising resumes for specific jobs, and so on)
- b) participate in mock job interviews (instructor- and peer-evaluated)

3. Networking

Successful students will:

- a) identify components of networks for writers (industry associations, colleagues, employers, classmates, instructors, and so on)
- b) learn how to develop and maintain networks
- c) review how to conduct an informational interview
- d) write an industry association profile based in part on attendance at an association meeting (for example, Society for Technical Communication, Editors' Association of Canada, International Association for Business Communicators, Periodical Writers Association of Canada, Canadian Public Relations Society, and so on)

O: Methods of Instruction

The course will be delivered by lecture and seminar. In the seminar, students will be expected to share their findings, experiences, and writing.

P: Textbooks and Materials to be Purchased by Students

None

Q: Means of Assessment

Students will demonstrate their mastery of course material through assignments and participation in discussion, group work, and interviews.

Students are expected to be self-motivated and to demonstrate professionalism, which includes active participation, good attendance, punctuality, effective collaboration, ability to meet deadlines, presentation skills, and accurate self-evaluation.

