

Writing Style and Beyond

❖ The Art of Promotional Writing CWWWR 367

Writing copy that tempts, persuades, and inspires others is a fundamental component of business and organizational success. This workshop will sharpen your ability to compose clear and effective promotional copy in many different forms, in print and online. You will develop your skills by examining and discussing texts from a wide range of sectors, and by completing practical in-class exercises and weekly assignments. Sharing your work and engaging in constructive dialogue will further strengthen your promotional writing skills.

Note: Instructor: Li Robbins.

20 Hours	HST included	Fee: \$338
Fall 2011 Tuesday	18:30-21:00	Sep 13-Nov 1
Winter 2012 Tuesday	18:30-21:00	Jan 10-Mar 6
Spring/Summer 2012 Tuesday	18:30-21:30	May 8-May 26

Glossary of Terms

This glossary explains some of the academic and administrative terms you will come across in the program and course information outlined on this website.

Antirequisite

Students may not enroll in a course that lists, as an antirequisite, one which they are currently taking or have already taken and obtained standing. Antirequisites are typically created because the course content is too similar to another.

Career

A grouping of all academic work undertaken by a student. At Ryerson there are three careers: Continuing Education (CNED), Undergraduate (UGRD), and Graduate (GRAD).

Certificate Program

A certificate program consists of six (6) to ten (10) single-term courses that provide post-secondary level studies in specific career-related areas and result in the awarding of a Ryerson certificate at the successful completion of all courses.

Challenge Credit

An evaluation process whereby a student can earn academic credit for learning and experience outside of the traditional post-secondary environment. See Challenge Credits for more information.

Corequisite

You must take Course X prior to, or concurrently with, Course Y.

Course Hours

The hours associated with a given course may include lecture hours, seminar hours, laboratory hours, and hours that need to be scheduled to allocate resources for such course-related activities as unsupervised studio and laboratory work, internship, and independent study.

Course Numbers

All courses offered through The G. Raymond Chang School of Continuing Education have a unique course ID beginning with the letter “C” followed by three letters and three numbers. The three letters following the “C” indicate the subject area (e.g., ACC for Accounting courses) and the catalog numbers identify the specific course.

Multi-term courses have a two-digit catalog number followed by “A/B” (e.g., CBLG 10A/B).

Many, but not all, continuing education courses are the same as those offered in Ryerson full- and/or part-time programs (e.g., CACC100 and ACC100) and will be automatically used towards certificate graduation requirements, if applicable. The Chang School also offers courses that may be equivalent to courses offered in full- and/or part-time degree programs; these are designated as “Certificate And Degree Credit” and may require a course substitution in order to be used towards certificate graduation requirements. As well, The Chang School also offers courses that are specifically for certificate credit which do not have a full- or part-time degree course equivalency and therefore cannot be used towards degree program requirements. See also Course Series below. The credit designation of each course is clearly indicated under the course title, and equivalencies (if applicable) are stated at the end of the course description.

Course Series

Courses flagged “Course Series” are part of a program or series of courses that consists of two or more courses in a certain area of expertise and are not applicable to certificate or degree requirements. These courses are subject to the review and approval of The Chang School Council. Courses in the area of sports, games, and/or hobbies are excluded from this designation.

Course Substitution/Directive

The term given to substituting one Ryerson course for another course or for use in an elective group that is not part of the regular certificate curriculum. See Course Substitution/Directive for more information.

Course Weight

A single-term course has a weight of 1.00. A multi-term course has a weight of 2.00. The weight of a course is used to determine the Grade Point Average (GPA). Variances from the above will appear in the individual course descriptions.

Department Consent

Permission from the teaching department is required before enrolling in some classes. See also Interviews/Placement Assessments below.

Direct Entry

Students who have been admitted to designated undergraduate degree programs from qualifying programs at Colleges of Applied Arts and Technology (CAAT) may be eligible for enrollment in courses for which they would otherwise not have the correct prerequisites. These students should consult with the teaching department responsible for the course in question to determine if they are eligible to enroll in a course that specifies an “or Direct Entry” prerequisite exemption.

Elective Groups

You must select and successfully complete a predetermined number of courses within the group in order to meet program requirements.

Elective Sets

You must successfully complete all stated courses within the selected set in order to meet program requirements.

Formerly

A change in a course number or title only; equivalent to a prior numbered course.

Grade Point Average (GPA)

The average of all the grades received while registered in a certificate program. See Grade Point Averages for more information.

Interviews/Placement Assessments

Some courses require you to take a placement assessment or attend an interview before you enroll. These sessions help ensure that your proposed course of study is appropriately matched with your present level of knowledge and learning goals. See Interviews/Placement Assessments for more information.

Liberal Studies (LL) (UL)

These are studies that develop the capacity to understand and appraise the social and cultural context in which the individual will work as a professional and live as an educated citizen.

LL: Lower-level Liberal Studies course

UL: Upper-level Liberal Studies course

Mature Students

Students who do not possess the minimum admission requirements for a course or program are eligible to enroll in continuing education courses under the Ryerson Mature Student guidelines if they are 21 years of age by December 31 of the year in which they will commence studies and have been away from formal education for at least two years.

Students must meet prerequisite requirements and, as required by some courses, attend interviews or placement assessments. Ryerson’s Mature Student policy may vary from certificate to degree programs. For specific information on the full-time Mature Student guidelines, please refer to the Full-Time Undergraduate Calendar.

Online Identity

All continuing education students are required to maintain a Ryerson University personal email account which shall be an official means by which they will receive University communications. Your online identity will also allow you to log into my.ryerson.ca to check your grades, update personal information, and view your course schedule. To activate your Ryerson Online Identity, visit www.ryerson.ca/accounts.

Plan

An area of study within an academic program specific to the student’s academic career (e.g., Finance major within the Business Management program).

Prerequisite

You must pass Course X before taking Course Y. A prerequisite may be waived if the student has specific academic/professional experience.

Priority Enrollment

If you are registered in a Chang School certificate program, you are entitled to enroll several weeks in advance of regular enrollment periods.

Program

A student applies to and is admitted to a program from which they ultimately graduate (e.g., Certificate in Accounting – Finance).

Replaces

The previous course has been deleted from a certificate program and is replaced by a different course.

Requisites

Necessary requirements in order to take a course (e.g., department consent, corequisites, and prerequisites). A requisite may be waived if the student has specific academic/professional experience.

Time Span

The number of years normally given to complete graduation requirements. To graduate, you must successfully complete the published certificate curricula (that was in effect at the time you registered) within six years from the time you were first admitted into the certificate program.

Transfer Credit

Credit toward a certificate for a course that has been completed prior to registration in the certificate, or at another accredited post-secondary institution. See Transfer Credits for more information.