

# COMM370

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## Course Summary

**Course :** COMM370 **Title :** Situational Communication

**Length of Course :** 8

**Prerequisites :** COMM351 **Credit Hours :** 3

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## Description

**Course Description:** This course is designed to prepare students to write dynamic content for any form of media or platform that will achieve the communication goals of the organization or individual. Great effort will go into crafting the content and word choice while being flexible to adjust content to any form or media or platform. Students will address content creation and application for traditional media, new media, be mindful of new technologies, and the need to communicate across multiple medias and platforms. By the end of the course, students will have created a strategic communication plan that can change depending on the situation, platform, or media. (Prerequisite: COMM351)

**Course Scope:**

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## Objectives

- CO1: Understand the different types of media writing, including the conventions and elements of each writing style, accuracy, brevity and clarity.
  - CO2: Write news stories based on given elements for a virtual company/business.
  - CO3: Describe the First Amendment and its impact on media in the United States.
  - CO4: Discuss professional news writing standards and understand news values.
  - CO5: Apply the Professional Strategy Triangle to media writing in a variety of fields.
  - CO6: Apply additional language rules including the use of strong verbs, the active voice, precision, conciseness, and accessibility.
  - CO7: Describe the broadcast news industry and explain the duties of the broadcast news writer.
  - CO8: Explain how key persuasion theories can address one's audience and situation.
  - CO9: Describe the industries of public relations and advertising.
  - CO10: Understand the role of media law and ethics in the media writing professions.
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## Outline

**Week 1: Introduction to Mass Media**

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Course Objective(s)

CO1: Understand the different types of media writing, including the conventions and elements of each writing style, accuracy, brevity and clarity.

Required Readings

Week 1 Reading & Resources

Week 1 Lesson

Assignments

Week 1 Forum

**Week 2: Media Writing Professions and Strategies**

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Course Objective(s)

CO1: Understand the different types of media writing, including the conventions and elements of each writing style, accuracy, brevity and clarity.

CO2: Write news stories based on given elements for a virtual company/business.

CO6: Apply additional language rules including the use of strong verbs, the active voice, precision, conciseness, and accessibility.

Required Readings

Week 2 Reading & Resources

Week 2 Lesson

Assignments

Week 2 Forum

Week 2 Assignment: Selecting Your Case Study

**Week 3: The First Amendment; Reporting, News Values and Audience Analysis**

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Course Objective(s)

CO3: Describe the First Amendment and its impact on media in the United States.

CO2: Write news stories based on given elements for a virtual company/business.

CO6: Apply additional language rules including the use of strong verbs, the active voice, precision, conciseness, and accessibility.

Required Readings

Week 3 Reading & Resources

Week 3 Lesson

Assignments

Week 3 Forum

Week 3 Assignment: Audience Analysis

## **Week 4: Hard News and Feature Writing**

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Course Objective(s)

CO4: Discuss professional news writing standards and understand news values.

CO2: Write news stories based on given elements for a virtual company/business.

CO6: Apply additional language rules including the use of strong verbs, the active voice, precision, conciseness, and accessibility.

Required Readings

Week 4 Reading & Resources

Week 4 Lesson

Assignments

Week 4 Forum

Week 4 Assignment: Feature News Story

## **Week 5: Broadcast Writing**

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Course Objective(s)

CO7: Describe the broadcast news industry and explain the duties of the broadcast news writer.

Required Readings

Week 5 Reading & Resources

Week 5 Lesson

Assignments

Week 5 Forum

## **Week 6: Writing for Public Relations**

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Course Objective(s)

CO8: Explain how key persuasion theories can address one's audience and situation.

CO9: Describe the industries of public relations and advertising.

CO2: Write news stories based on given elements for a virtual company/business.

CO6: Apply additional language rules including the use of strong verbs, the active voice, precision, conciseness, and accessibility.

Required Readings

Week 6 Reading & Resources

Week 6 Lesson

Assignments

Week 6 Forum

Week 6 Assignment: Press Release

## **Week 7: Advertising**

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Course Objective(s)

CO9: Describe the industries of public relations and advertising.

Required Readings

Week 7 Reading & Resources

Week 7 Lesson

Assignments

Week 7 Forum

## **Week 8: Media Law and Ethics**

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Course Objective(s)

CO10: Understand the role of media law and ethics in the media writing professions.

CO2: Write news stories based on given elements for a virtual company/business.

CO6: Apply additional language rules including the use of strong verbs, the active voice, precision, conciseness, and accessibility.

Required Readings

Week 8 Reading & Resources

Week 8 Lesson

Assignments

Week 8 Forum

Week 8 Assignment: Portfolio

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## **Evaluation**

**Grading:**

Name	Grade %
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# Materials

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Please see the weekly Reading & Resources in the Lessons Tab for the textbook readings and the additional resources.

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## Course Guidelines

### Citation and Reference Style

- Students will follow APA format as the citation and reference style for courses in the COMMUNICATION program area.
- Please note that no formal citation style is graded on forum assignments in the School of Arts & Humanities—only attribution of sources (please see details regarding forum communication below).

### Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

### Late Assignments

#### School of Arts & Humanities Late Policy

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

Work posted or submitted after the assignment due date will be reduced by 10% of the potential total score possible for each day late up to a total of five days, including forum posts/replies, quizzes, and assignments. ***Beginning on the sixth day late through the end of the course, late work, including forum posts/replies, quizzes, and assignments, will be accepted with a grade reduction of 50% of the potential total score earned.***

### Turn It In

Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

### Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web

services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

## Submission Guidelines

- All assignments in COMMUNICATION courses must be submitted in standard formats such as Microsoft Word, attached in the assignment area unless otherwise specified.
- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details.
- It is your responsibility to ensure the all submitted work can be accessed and opened by the instructor. Assignments should not be sent to the instructor through “Messages” or E-mail but must be submitted through the Assignments area directly.

## Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

## Communicating in Forum discussions

- All initial forum discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
- All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- “Substantive” means comments that contribute something new and important to the discussion. A message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- You must post a response to the weekly forum prompt and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly forum instructions for specific expectations on the number of replies and word count requirements.
- Late posts to a forum will be subject to the School late policy and may not be accepted without instructor approval.

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## University Policies

### [Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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