

TC

Courses

TC 205 Scriptwriting: Short Forms

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on developing scripts for short form electronic media messages such as commercials and public service announcements.

Topics include: analyzing audiences and products; conducting research; preparing copy platforms, scripts, and storyboards; and persuasively presenting concepts.

Prerequisites: MKT 115 and 6 credits of English Composition (minimum grade C for all)

TC 210 Scriptwriting: Long

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on developing scripts for long form electronic media messages such as instructional and promotional video and documentaries. Topics include: analyzing audiences and products; conducting research; preparing documentation, scripts, and storyboards; and persuasively presenting concepts.

Prerequisites: MKT 115 and 6 credits of English Composition (minimum grade C for all)

TC 215 Copywriting

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on developing promotional messages for print and online distribution. Topics include: analyzing audiences and products, conducting research, developing concepts, preparing copy platforms, selecting writing styles and formats, and designing materials.

Prerequisites: MKT 115 and 6 credits of English Composition (minimum grade C for all)

TC 220 Instructional Writing

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on developing instructional materials for print and multimedia distribution. Topics include: analyzing audiences and tasks; creating and revising content; and applying best practices for print, online, and digital document design.

Prerequisites: 6 credits of English Composition, and IM 111 (minimum grade C for all)

TC 225 Proposal Writing

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on developing effective proposals to obtain project funding. Topics include: developing strategy; conducting research; interpreting requirements; and organizing, designing, and writing proposals.

Prerequisites: 6 credits of English Composition and IM 111 (minimum grade C for all)

TC 230 Writing Online Content

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on developing content for websites and Web-supported publishing such as blogs and e-newsletters. Topics include: analyzing audiences and goals, selecting writing styles, creating and revising content, and applying best practices for online and digital document design.

Prerequisites: 6 credits of English Composition and WEB 111 (minimum grade C for all)

TC 235 User Experience Design and Usability Assessment

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on concepts and techniques for designing and testing online products used by varied audiences. Topics include: principles of user experience design, developing qualitative and quantitative test materials, implementing tests, and reporting on test results.

Prerequisites: 6 credits of English Composition and WEB 111 (minimum grade C for all)

TC 240 Technical Editing

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on editorial concepts and techniques. Topics include: editorial roles, editorial assessment processes, levels of edit, traditional and digital copyediting, and stylebooks and editorial resources.

Prerequisites: 6 credits of English Composition and IM 111 (minimum grade C for all)