Western ❦ ContinuingStudies

BLOGGING
WRBS6208

Course Outline

Description:
Blogging is an effective way to express yourself, share your passions, build a professional network, attract people to your business and generate revenue. Learn how to develop and execute your blog, including writing, refining, publishing, promoting to monetizing.

This course is designed for bloggers at all levels, whether you are a beginner with the kernel of an idea or an experienced blogger who would like to earn a living blogging. It is also designed for business owners and entrepreneurs who want to increase their customers and enrich their relationships with them.

Topics:

- Creating and maintaining great content
- Best practices from bloggers around the world
- Promoting and building large readerships

Recommendations: Come prepared to share your writing, opinions and perspectives with the class. All that is required is a little creativity and curiosity.

Course Objectives: At the completion of this course, the student will be able to:
- Write and promote your own blog
- Analyze blogs for their strengths and weaknesses
- Implement a detailed publishing schedule
- Identify potential opportunities in the blogosphere

Texts:

There are no required textbooks for this course. All required readings will be provided for you in the weekly lessons.

Evaluation:

1. Blog identity
Each student will develop a name for their blogs, a brief description of their blogs, identify their primary and secondary audiences and analyze some of their closest competitors and describe where their blog will be housed and their frequency.
15 percent of total mark

2. Editorial calendar
Each student will develop a calendar which they will use to publish their blog. The calendar will contain three months' worth of posting and content ideas for the blog they used in the first assignment.
15 percent of total mark

3. Marketing plan
Each student will develop a plan to promote their blog to their blog's intended primary and secondary

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audiences, as identified in the first assignment. The plan will explain how they will use social and SEO to promote their blogs.
15 percent of total mark

4. Blog posts
Each student will write and post three blog posts, as described in the previous three assignments. These will be posted on the class website.
40 percent of total mark

5. Participation
Each student will be expected to offer constructive feedback about the fellow students' work within the class site.
15 percent of total mark

Notes on assignments (papers and reports):
*   Must have a clear focus
*   Must present ideas in a logical and well thought-out flow
*   Arguments, analysis and conclusions must be based on clearly identified research and sources
*   Must cite all references from other sources
*   Must be in paragraph format
*   Must be double-spaced, and typewritten

Grading:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

Online Participation Grading Chart:

Grade	Criteria
13-15	The student participates frequently, providing relevant responses more than 35 times spread evenly over the length of the course.
	Replies to discussion questions, instructor comments as well as the responses of other students in a positive and critical manner.
	The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).
	Responses are of a high quality, an obvious effort has been made to research the answer. Responses offer new perspectives on course material and spark discussion amongst the class.
11-12	The student participates consistently, providing relevant responses 30-35 times over the length of the course.
	The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the week).
	The student offers new ideas and responds to the contributions of others.
8-10	The student provides some relevant contributions, 15-20 times over the length of the course.
	The student responds before the end of the week.
	The student occasionally offers new ideas and responds to others.
6-9	The student's contributions are inconsistent in both quality and timing, 10-15 times

	over the length of the course.
	The student's responses are not always on time.
	The student does not offer any new ideas, and responses to fellow students are few.
3-5	The student rarely provides contributions to the course, 5-10 times.
	The student does not always respond on time.
	The student has difficulty understanding the course content, and does not respond to the contributions of the other students.
0-2	The student provides little or no discussion, less than 5 times.
	Information is contributed only when asked to by the instructor, and responses are negative or disagreeable to the instructor/fellow students.
	Responses show little in the way of comprehension of course material. The responses are usually limited to "I agree", "Me too" or the like.

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at http://www.westerncalendar.uwo.ca. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: http://www.uwo.ca/univsec/pdf/board/code.pdf.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).

How often will the instructor communicate with me?

The instructor will be in communication with the students at least once per week.

Policy on Late Assignments:

Marks will be deducted from late assignments. Two percent per day will be deducted from the assignment, including weekends, up to a maximum of 10 days, after which assignments will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

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When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge

If you have met the course requirements for this Western approved micro-credential, you will receive an email from MyCreds to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

How do I hand in assignments?

All assignments will be submitted electronically through OWL by posting in the forum. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

Course Schedule:

Week	Topic	Assignment
1	Introduction	
2	Planning your content	
3	Writing content	Assignment 1 due
4	Marketing	Assignment 2 due
5	Beyond the word (podcasts, vlogs, and other media)	Assignment 3 due
6	Making money, copyright and libel	Assignment 4 due

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