WILMINGTON UNIVERSITY  
COLLEGE OF TECHNOLOGY  
BASIC COURSE INFORMATION

COURSE TITLE: Writing for the Media 
COURSE NUMBER: COM 245

I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: To examine and recognize the various formats used in writing scripts 

Learning Objectives: The student will:
A-1. Identify screen writing genres 
A-2. Identify script formats 
A-3. Contrast and compare writing scripts in the various genres 

GOAL B: Write scripts and contrast and compare techniques and requirements in the various media formats 

Learning Objectives: The student will:
B-1. Write a script in any of the formats: television, film, and business 
B-2. Create believable characters and realistic dialogue 
B-3. Examine and recognize effective behavior required to positively interact with customers when writing commercials and industrial scripts 
B-4. Acquire the ability to write a script appropriate for the targeted audience 
B-5. Analyze requirements for various targeted audiences and construct appropriately written scripts 

GOAL C: Examine and identify the steps necessary for registering a script and securing an agent 

Learning Objectives: The student will:
C-1. Examine the “behind-the-scenes” of script writing 
C-2. Register a script 

GOAL D: The student will use appropriate written oral communication skills. 

Learning Objectives: The student will
D-1. Communicate information orally in a logical and grammatical manner. 
D-2. Present written/word processed information using standard APA style 

II. CLASS PARTICIPATION:
Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.