SSIGNMENTS AND MARKING SCHEME

1.	Job application package	20%
2.	Internal memos, other writing assignments and tests.	20%
3.	Completion of Nelson-Denny, Language Diagnostic and Writing Tests	10%
4.	Advertising/marketing package	40%
5.	In class activities, participation	10%
	TOTAL	100%

METHOD OF ASSESSMENT

Letter grades will be assigned in accordance with the Language and Communication Department Guidelines.

The following letter grades will be assigned as final grades in courses in the Language and Communication Department:

A+	Consistently outstanding	(90% - 100%)
A	Outstanding achievement	(80% - 89%)
B	Consistently above average achievement	(70% - 79%)
C	Satisfactory or acceptable achievement in all areas subject to assessment	(60% - 69%)
R	Repeat--The student has not achieved the objectives of the course and the course must be repeated.	(Less than 60%)
CR	Credit exemption	
X	A temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements	

NOTE: Students may be assigned an "R" grade early in the course for unsatisfactory performance.

TIME FRAME

Two hours per week for one entire semester.

ASSIGNMENTS AND MARKING SCHEME

1.	Job application package	20%
2.	Internal memos, other writing assignments and tests	20%
3.	Completion of Nelson-Denny, Language Diagnostic and Writing Tests	10%
4.	Advertising/marketing package	40%
5.	In class activities, participation	10%
	TOTAL	100%

METHOD OF ASSESSMENT

Letter grades will be assigned in accordance with the Language and Communication Department Guidelines.

The following letter grades will be assigned as final grades in courses in the Language and Communication Department:

A	Consistently Outstanding	(90% - 100%)
B	Outstanding achievement	(80% - 89%)
C	Consistently above average achievement	(70% - 79%)
D	Satisfactory or acceptable achievement in all areas subject to assessment	
R	Repeat--The student has not achieved the objectives of the course and the course must be repeated.	(less than 50%)
	Credit exemption	
	a temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements.	

NOTE: Students may be assigned an "R" grade early in the course for unsatisfactory performance.

TIME FRAME

Two hours per week for one entire semester.