

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: CMNS 312		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Public Relations Campaigns Course Short Title: Public Relations Campaigns															
Faculty: Faculty of Humanities		Department (or program if no department): Communications													
Calendar Description: Students explore how social, political, and commercial advancements often generate public relations campaigns that in turn spark further changes. The course gives students the opportunity to strategize and plan persuasive and creative campaigns designed to gain attention, and motivate targeted audiences to take action.															
Prerequisites (or NONE):		One of the following: CMNS 201/JRNL 201, CMNS 212/MACS 212, CMNS 300/JRNL 300 (discontinued), CMNS 316, or CMNS 360.													
Corequisites (if applicable, or NONE):															
Pre/corequisites (if applicable, or NONE):															
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Every other year Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>25</td> </tr> <tr> <td>Tutorials/workshops</td> <td>20</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	25	Tutorials/workshops	20							Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	25														
Tutorials/workshops	20														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit (See bctransferguide.ca .) Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: April 1, 2022													
Faculty Council approval		Date of meeting: October 2022													
Undergraduate Education Committee (UEC) approval		Date of meeting: January 27, 2023, March 24, 2023													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Conduct an organizational communication audit.
2. Analyze the internal and external environment for organizational PR opportunities and vulnerabilities.
3. Compose persuasive public relations messages for stakeholders.
4. Plan public relations campaign strategies.
5. Use communications tactics that are consistent with overarching campaign strategy.
6. Design public relations metrics to monitor and measure campaign success.
7. Develop a complete public relations campaign plan.
8. Use public relations theories and practices to promote inclusivity.
9. Apply Indigenous way of communicating effectively and strategically.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	80%	Quizzes/tests:	20%	%
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Details:

In-class quizzes	20%
Communications audit	10%
Public relations case study	15%
Public relations campaign plan	55%

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Smith, R.D.	Strategic Planning for Public Relations, 6 th ed, Routledge: NY	2021
		Various articles on strategic PR planning, case studies and social media, including: <ul style="list-style-type: none"> • Benoit, W. (1997). Image repair discourse and crisis communication. https://doi.org/10.1016/S0363-8111(97)90023-0 • Davies, C. & Hobbs, M. (2021) Irresistible possibilities: Examining the uses and consequences of social media influencers for contemporary public relations. https://doi.org/10.1016/j.pubrev.2020.101983 • Dutta, M.J. & Elers, S. (2020). Public relations, indigeneity and colonization: Indigenous resistance as dialogic anchor. https://doi.org/10.1016/j.pubrev.2019.101852 • Kent, M. (2015). The power of storytelling in public relations: Introducing 20 master plots 	
2. Journal	Public Relations Review		

Course Content and Topics

- Introduction to the course: assignments, group work, expectations
- The 21st century media environment
- The public relations industry
- Media relations, stakeholder relations, lobbying, and community relations
- Understand elements of a successful public relations campaign
- Use case studies as an effective learning tool in PR
- Scan the media environment for content and trends
- Analyze an organization's professional brand
- Develop a communications audit
- Study persuasive public relations messages
- Develop tailored messages for specific target audiences
- Study effective and noteworthy campaign strategies
- Develop broad campaign strategies to lead the public relations campaign planning process
- Study both classic and new and innovative public relations tactics
- Develop tactics that are consistent with overarching campaign strategies
- Put together budget and timeline for a public relations campaign
- Develop public relations metrics to monitor and measure campaign success
- Develop a complete public relations campaign plan