

COURSE IMPLEMENTATION DATE: September 1998  
 COURSE REVISED IMPLEMENTATION DATE: September 2006  
 COURSE TO BE REVIEWED: October 2009  
 (Four years after UPAC final approval date) (MONTH YEAR)

**OFFICIAL COURSE OUTLINE INFORMATION**

Students are advised to keep course outlines in personal files for future use.  
 Shaded headings are subject to change at the discretion of the department and the material will vary  
 - see course syllabus available from instructor

FACULTY/DEPARTMENT:	Communications	
<b>CMNS 412</b>	<b>N/A</b>	<b>4</b>
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS
<b>COMMUNITY AND PUBLIC RELATIONS PRACTICUM</b>		
COURSE DESCRIPTIVE TITLE		

**CALENDAR DESCRIPTION:**

Provides students with supervised practical applied experience in community and public relations. Students will have an opportunity to practice skills gained in prerequisite courses and will receive feedback about their competencies. Students will meet for a monthly feedback seminar with the instructor and will be expected to contribute weekly to an online discussion forum.

Before starting practicum placements, students must sign a practicum agreement.

PREREQUISITES: CMNS 312, or 6 credits of CMNS 200 level or higher (must include one of: CMNS 212, CMNS 250 or CMNS 251, CMNS 325, CMNS 360, or CMNS 375), or instructor's permission.

COREQUISITES:

SYNONYMOUS COURSE(S)	<b>SERVICE COURSE TO:</b>
(a) Replaces: _____ (Course #)	_____
(b) Cannot take: _____ for further credit. (Course #)	_____

TOTAL HOURS PER TERM: <b>128</b>	TRAINING DAY-BASED INSTRUCTION
<b>STRUCTURE OF HOURS:</b>	LENGTH OF COURSE: _____
Lectures: <b>9</b> Hrs	HOURS PER DAY: _____
Seminar: <b>9</b> Hrs	
Laboratory: _____ Hrs	
Field Experience: <b>100</b> Hrs	
Student Directed Learning: _____ Hrs	
Other (Specify): on-line forum <b>10</b> Hrs	

MAXIMUM ENROLLMENT:	<b>20</b>
EXPECTED FREQUENCY OF COURSE OFFERINGS:	<b>once every year</b>
<b>WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

**AUTHORIZATION SIGNATURES:**

Course Designer(s): _____ Ken Fernstrom / Madeleine Hardin	Chairperson: _____ Raymond Welch ( <i>Curriculum Committee</i> )
Department Head: _____ Raymond Welch	Dean: _____ Dr. Eric Davis
UPAC Approval in Principle Date: _____	UPAC Final Approval Date: October 28, 2005

**LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:**

1. To learn how to plan and execute elements of a public/community relations campaign.
2. To learn the elements of print, broadcast and electronic media required to produce effective community relations material for a specific organization for a specific purpose.
3. To understand the function and interaction of purpose, audience, media and message as they apply to specific organizational goals and public/community relations.
4. To experience work-specific communications in context.
5. To apply skills and techniques of layout and design learned in previous communications courses

**METHODS:**

Lectures and seminars, practicum placement, online participation in discussion forum.

**PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

Credit can be awarded for this course through PLAR (Please check:)  Yes  No

**METHODS OF OBTAINING PLAR:**

Portfolio

**TEXTBOOKS, REFERENCES, MATERIALS:**

[Textbook selection varies by instructor. An example of texts for this course might be:]

Strategic Writing: Multimedia Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication. Charles M David W. Guth & Bonnie Poovey Short. Pearson, 2005.

Non-Designers Design Book. Robin Williams. Peach Pit Press, 2004.

**SUPPLIES / MATERIALS:**

Will vary according to practicum placement. Students may require personal transportation.

**STUDENT EVALUATION:**

[An example of student evaluation for this course might be:]

Summary and progress reports	10%
Attendance/participation, online postings	10%
Oral presentations	10%
Proposal for final portfolio	10%
Final portfolio	40%
Field placement evaluation	20%*

\* to be completed by the field placement supervisor, this evaluation will consider

1. level of professionalism
2. areas of improvement
3. writing skills
4. communications skills
5. teamwork skills
6. meets deadlines
7. willingness to take instruction or feedback
8. able to work independently

## **COURSE CONTENT:**

[Course content varies by instructor. An example of course content might be:]

### Week 1 Seminar

Introductions, outline of expectations, course online discussion forum, overview of community and public relations. Practicum agreement.

### Week 2 Seminar

Professionalism in community and public relations: etiquette, dress, e-mail, confidentiality.

Problem solving. Progress and summary reports. Proposals for final portfolios.

### Week 3 Seminar

Oral presentations: speaking in the workplace.

### Week 6 Seminar

Progress reports on placements and final portfolios.

### Week 10 Seminar

Progress reports on placements and final portfolios.

### Week 14 Seminar

Oral presentations (10 mins) of portfolios with self evaluation.

Possible placement locations:

Community Relations, UCFV

Community Relations, Kwantlen UC

Dream House magazine

Grey Public Relations

Athletics, UCFV

Research and Industry Liaison, UCFV

Development and Alumni, UCFV

Theatre Dept., UCFV

The News

Mehfil

Punjabi Patrika

CBC TV

Chambers of Commerce: Abbotsford, Mission, Chilliwack

Tourism Abbotsford

Tourism Harrison

Xa:ytem Longhouse Interpretative Centre

BC Soccer

Worksafe

Harrison Festival

Mission Folk Festival

Sustainable Environment

Terracom Communications

Abbotsford Air Show

Abbotsford Airport

Cascade Aviation  
St. Paul's Hospital  
Fort Langley Business Association  
For Langley Historical Society  
Fort Langley Art Gallery & Museum  
Vancouver Aquarium  
Big Brothers and Big Sisters  
SPCA  
BC Cancer Society  
United Way