

## OFFICIAL UNDERGRADUATE CROSS-LISTED OUTLINE FORM

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

<b>Course Code and Number:</b> MACS 212		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>	
<b>Course Full Title:</b> Introduction to Media and Public Relations <b>Course Short Title:</b> Intro Media & Public Relations			
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Communications	
<b>Official Course Outline:</b> This is a cross-listed course. Please refer to <b>CMNS 212</b> for the official course outline.			
<b>Calendar Description:</b> Students tailor messages to a specific target audience in today's complex media environment, through analysis, creativity, and development of skills. This course examines the public relations history, environment, and process, as well as the increasingly diverse publics, channels, and tools used in the field.  Note: This course is offered as CMNS 212 and MACS 212. Students may take only one of these for credit.			
<b>Prerequisites (or NONE):</b>		One of the following: CMNS 125, CMNS 145, CMNS 175, or ENGL 105	
<b>Corequisites (if applicable, or NONE):</b>		NONE	
<b>Pre/corequisites (if applicable, or NONE):</b>		NONE	
<b>Antirequisite Courses</b> ( <i>Cannot be taken for additional credit.</i> ) Former course code/number: Cross-listed with: <b>CMNS 212</b> 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>		<b>Transfer Credit</b> (See <a href="#">bctransferguide.ca</a> .) Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>	
<b>Department / Program Head or Director</b>		<b>Date approved:</b>	April 1, 2022
<b>Faculty Council approval</b>		<b>Date of meeting:</b>	October 2022
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b>	January 27, 2023