OFFICIAL UNDERGRADUATE 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 – see course syllabus available from instructor

CMNS 212
Communications

COURSE NAME/NUMBER
Basic Public Relations and Advocacy Communication

FACULTY/DEPARTMENT
UFV CREDITS

CALENDAR DESCRIPTION:

It takes skill to make your voice, cause, and point of view stand out in a sea of messages. This course focuses on the fundamentals of persuasive communication used in public relations and advocacy settings. Students will write and design effective internal and external communication plans with an end-product of a blog or newsletter.

PREREQUISITES:

One of the following:
- CPT score of 48 or better; CMNS 099 or ENGL 099 with a grade of C or better; ENGL 081 or 091 with a grade of C+ or better; ESL WG84 with a grade of C+ or better; Completion of Level II of UCFV's University Foundation Certificate Program; English 12 with a final grade of B; English Literature 12 with a final grade of B; Technical and Professional Communication 12 with a final grade of B; Any first year university-credit Communications or English course with a grade of C- or better; LPI score of 30/40 or level 5 or better in the essay section; TOEFL (Test of English as a Foreign Language) score of 570 or better (or 230 if computer-based score), plus a minimum TWE (Essay) score of 4.0; MELAB (Michigan English Language Assessment Battery) score of at least 85; CAEL (Canadian Academic English Language) score of at least 70; CanTEST score of at least 85; a score of 4.0 in Writing; Cambridge Proficiency Examination – competence level of C; IELTS (International English Language Testing System) score of at least 6.5 with no band less than 6.0; UCFV English Language Assessment – results equivalent to completion of UCFV's University Foundation Certificate Program Level 2 compulsory ESL core courses; or articulated equivalent

SYNONYMOUS COURSE(S):

(a) Replaces:
(b) Cross-listed with: MACS 212
(c) Cannot take: MACS 212 for further credit.

TOTAL HOURS PER TERM: 45

TRAINING DAY-BASED INSTRUCTION:

Length of course: Hours per day: 

OTHER:

Maximum enrolment: 25
Expected frequency of course offerings: Once a year
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)

Yes ☐ No ☑

WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)

Yes ☐ No ☑

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:

Yes ☑ No ☐

Course designer(s): Madeleine Hardin

Department Head: Lynn Kirkland Harvey

Supporting area consultation (UPACA1)

Date approved: October 3, 2008

Date of meeting: October 31, 2008

Curriculum Committee chair: Moria Kloster

Date approved: December 2008

Date of meeting: December 4, 2008

Dean/Associate VP: Dr. Eric Davis

Undergraduate Program Advisory Committee (UPAC) approval

Date of meeting: December 19, 2008
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:
• critically assess media and other messages for advocacy bias
• relate the principles of ethical communication for advocacy and PR
• apply professional document writing, organization, and design to persuasive written and electronic documents
• compare reach and uses of digital and analog media to reach an audience
• conduct appropriate media relations
• apply the principles of audience research to their rhetorical purpose
• produce a newsletter or blog for an internal or external audience
• apply editing principles to their own and others’ documents

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lectures, seminars, group work.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
☐ Examination(s)  ☑ Portfolio assessment  ☐ Interview(s)
☐ Other (specify):
☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:]
Lunsford, Andrea. 2006 and John Ruszkiewicz. 2006. Everything’s an argument.

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]
Proposal  10%
Outline  5%
Mid-term exam  20%
Term project: (newsletter or blog production) 30%
Oral presentation  10%
Evaluation memo  5%
Final exam  20%

COURSE CONTENT:
[Course content varies by instructor. An example of course content might be:]
UNIT 1 -- EVOLUTION
1. Introduction to course, Term project guidelines, definition of key terms and introduction to basic theory.
2. History / evolution of public relations and advocacy in North America.

UNIT 2—PROCESS AND PREPARATION
1. Introduction to public relations, advocacy, and propaganda. What are the differences and similarities? Exploration of key conceptual processes and practices of PR and advocacy
2. Why we persuade. The elements of effective persuasion
3. The ethical dimension of persuasion
4. Forms and techniques of advocacy and PR writing, speaking, and visual representation
UNIT 3—AUDIENCE / PUBLICS

1. Understanding the public in public relations, and how to reach your intended audience. Understanding unintended audience. Stakeholders, audience, reach, and the importance of research. The most important constituencies, from employees and the media to consumers and the government to international publics, and communities of diversity.

UNIT 4—EXECUTION

1. Newsletters and blog production for internal and external audiences.
2. Media relations, advertising, internet, YouTube – the advocate’s tool kit.

UNIT 5—THE FUTURE

1. The challenges and opportunities PR and advocacy in the 21st century.