OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATIION

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

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<td>COURSE NAME/NUMBER</td>
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<td>FACULTY/DEPARTMENT</td>
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<td>Basic Public Relations and Advocacy Communication</td>
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CALENDAR DESCRIPTION:

It takes skill to make your voice, cause, 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.

Note: This course is offered as CMNS 212 and MACS 212. Students may take only one of these for credit.

PREREQUISITES: Same as for CMNS 125; see CMNS 125 for details

COREQUISITES: PRE or COREQUISITE

SYNONYMOUS COURSE(S):

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

SERVICE COURSE TO: (department/program)

TOTAL HOURS PER TERM: 45

TRAINING DAY-BASED INSTRUCTION:

LECTURE: 15 Hrs

SEMINAR: 15 Hrs

LABORATORY: 15 Hrs

FIELD EXPERIENCE: Hrs

STUDENT DIRECTED LEARNING: Hrs

OTHER (specify): Hrs

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

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 (Pre-UPAC) Date approved: August 26, 2009

Curriculum Committee chair: Date of meeting: December 4, 2009

Dean/Associate VP: Dr. Jacqueline Nolte

Undergraduate Program Advisory Committee (UPAC) approval Date approved: January 2010

Date of meeting: January 29, 2010
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.

SUPPLIES / MATERIALS:

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
5. The importance of public opinion.
6. New media / old media definitions and uses.
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.