UNIVERSITY OF THE FRASER VALLEY

OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE:	September 1990
COURSE REVISED IMPLEMENTATION DATE:	January 2014
COURSE TO BE REVIEWED:	January 2020
(six years after UEC approval)	*(month, year)*

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	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS

Basic Public Relations and Advocacy Communication
COURSE DESCRIPTIVE TITLE

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. The importance of planning and targeted audience engagement is stressed. Students will write and design effective internal and external communication plans and produce a portfolio of digital and print material (e.g. blog posts, media release/news advisory, social media strategy).

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. Note: As of January 2015, prerequisites will change to the following: One of CMNS 115, CMNS 125, CMNS 145, CMNS 155, CMNS 175 or ENGL 105

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**

STRUCTURE OF HOURS:

Lectures:	**15**	Hrs
Seminar:	**15**	Hrs
Laboratory:	**15**	Hrs
Field experience:		Hrs
Student directed learning:		Hrs
Other (specify):		Hrs

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):	**David Thomson**		
Department Head:	**Samantha Pattridge**	Date approved:	**August 2013**
Campus-Wide Consultation (CWC)		Date of meeting:	**August 23, 2013**
Curriculum Committee chair:	**Amanda McCormick**	Date approved:	**September 13, 2013**
Dean/Associate VP:	**Jacqueline Nolte**	Date approved:	**September 13, 2013**
Undergraduate Education Committee (UEC) approval		Date of meeting:	**September 27, 2013**

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 print and electronic documents
- compare impact 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
- develop appropriate social media strategies for advocacy purposes
- produce PR/advocacy materials 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, presentations.

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:]

Marsh C., Guth D., & Poovey Short B. (2008). ***Strategic writing: Multimedia writing for public relations, advertising and more***. Boston, MA:Pearson

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

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

Proposal	10%
Outline	5%
Mid-term exam	20%
PR/Advocacy portfolio	20%
Term project	30%
Oral presentation	10%
Evaluation memo	5%

COURSE CONTENT:

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

UNIT 1—EVOLUTION

- Introduction to course. Term project guidelines. Definition of key terms and introduction to basic theory.
- History / evolution of public relations and advocacy in North America.

UNIT 2—PROCESS AND PREPARATION

- Introduction to public relations, advocacy, and propaganda. What are the differences and similarities? Exploration of key conceptual processes and practices of PR and advocacy.
- Why we persuade. The elements of effective persuasion.
- The ethical dimension of persuasion.
- Forms and techniques of advocacy and PR writing, speaking, and visual representation
- The importance of pubic opinion.
- New media / old media definitions and uses.

Course content continued:

UNIT 3—AUDIENCE / PUBLICS

- 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

- Production of PR/Advocacy material (media releases, advisories, stakeholders reports, etc.) for internal and external audiences.
- Media relations, advertising, internet, social media – the advocate's tool kit.

UNIT 5—THE FUTURE

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