# OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

<table>
<thead>
<tr>
<th>Course Code and Number:</th>
<th>Number of Credits:</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMNS 212</td>
<td>3</td>
</tr>
</tbody>
</table>

**Course Full Title:** Introduction to Media and Public Relations  
**Course Short Title (if title exceeds 30 characters):** Intro Media & Public Relations

**Faculty:** Faculty of Humanities  
**Department (or program if no department):** Communications

**Calendar Description:**
Getting a tailored message to a specific target audience in today's complex media environment requires analysis, creativity, and skill. This course examines the communications process, the public relations environment, and both new and mainstream media engagement.

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

**Prerequisites (or NONE):**
One of the following: CMNS 115, CMNS 125, CMNS 145, CMNS 155, CMNS 175, or ENGL 105.

**Corequisites (if applicable, or NONE):**
NONE

**Pre/corequisites (if applicable, or NONE):**
NONE

**Equivalent Courses (cannot be taken for additional credit):**
**Former course code/number:**
MACS 212

**Equivalent course(s):**
*Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.*

**Total Hours:** 45  
**Typical structure of instructional hours:**

<table>
<thead>
<tr>
<th>Lecture hours</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars/tutorials/workshops</td>
<td>20</td>
</tr>
<tr>
<td>Laboratory hours</td>
<td></td>
</tr>
<tr>
<td>Field experience hours</td>
<td></td>
</tr>
<tr>
<td>Experiential (practicum, internship, etc.)</td>
<td></td>
</tr>
<tr>
<td>Online learning activities</td>
<td></td>
</tr>
<tr>
<td>Other contact hours</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>45</strong></td>
</tr>
</tbody>
</table>

**Transfer Credit**
Transfer credit already exists: ☑ Yes ☐ No
Transfer credit requested (OReg to submit to BCCAT):  
☑ Yes ☐ No (if yes, fill in transfer credit form)
Resubmit revised outline for articulation: ☑ Yes ☐ No
To find out how this course transfers, see [bctransferguide.ca](http://bctransferguide.ca).

**Total Hours:** 45  
**Typical structure of instructional hours:**

**Special Topics**
Will the course be offered with different topics?  
☑ Yes ☐ No

If yes, different lettered courses may be taken for credit:  
☐ No ☑ Yes, repeat(s) ☐ Yes, no limit

*Note: The specific topic will be recorded when offered.*

**Maximum enrolment (for information only):** 32

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

**Department / Program Head or Director:** Samantha Patridge  
**Date approved:** April 22, 2015

**Faculty Council approval**  
**Date approved:** June 5, 2015

**Campus-Wide Consultation (CWC)**  
**Date of posting:** August 2015

**Dean/Associate VP:** Jacqueline Nolte  
**Date approved:** June 5, 2015

**Undergraduate Education Committee (UEC) approval**  
**Date of meeting:** September 3, 2015
Learning Outcomes
Upon successful completion of this course, students will be able to:

• Discuss the origins and development of public relations practice;
• Apply basic public relations theories;
• Relate the basic principles of ethical communication in media and public relations;
• Analyze target audiences;
• Differentiate between and categorize stakeholders;
• Assess various communication media and the media environment;
• Compare the impact and uses of digital and analog media to targeted audiences;
• Apply analyses of audiences and the media environment to communication planning and deployment;
• Produce public relations materials for target audiences;
• Conduct effective media relations, including responding to media questions and requests;
• Describe the flow and distribution of information and communications during a public relations scenario.

Prior Learning Assessment and Recognition (PLAR)
☑ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)
Lectures, seminars, group work, presentations.

Grading system: Letter Grades: ☑ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☐

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

<table>
<thead>
<tr>
<th>Author (surname, initials)</th>
<th>Title (article, book, journal, etc.)</th>
<th>Current ed.</th>
<th>Publisher</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Grunig, J.</td>
<td>Paradigms of global public relations in an age of digitalisation</td>
<td>☑ Prism</td>
<td>2009</td>
<td></td>
</tr>
<tr>
<td>4. Zimmer, M.</td>
<td>“But the data is already public”: On the ethics of research in Facebook</td>
<td>☑ Ethics and Information Technology</td>
<td>2010</td>
<td></td>
</tr>
</tbody>
</table>

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

Typical Evaluation Methods and Weighting

<table>
<thead>
<tr>
<th>Final exam: %</th>
<th>Assignments: 80%</th>
<th>Midterm exam: %</th>
<th>Practicum: %</th>
<th>Field experience: %</th>
<th>Shop work: %</th>
<th>Total: 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz/tests: 10%</td>
<td>Lab work: %</td>
<td>Field experience: %</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other: Participation 10%</td>
<td>Other:</td>
<td>Other:</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Details (if necessary): includes in-class assignments

Typical Course Content and Topics

Unit 1—Evolution of Public Relations
• Introduction to the course. Assignments, group work, expectations. Defining public relations and the historical evolution of public relations as a craft.
• Introducing basic theories of public relations: Stuart Hall’s encoding/decoding model, James Grunig’s four models of PR.
• Exploring ethical issues and dilemmas in communication and public relations.
• Practicing public relations as a client-driven activity.
  Assessment: history and theory quiz.

Unit 2—Audience Analysis
• Identifying target audiences, demographics, situational traits, ideological identities.
• Understanding audience motivations and behaviours.
• Categorizing stakeholder groups and understanding their relationship to the communicator.
  Assessment: audience analysis case study.
Unit 3—Media Environment
- Recognizing the vast range of communication media available for public relations.
- Understanding the media environment.
- Comparing the impacts of both digital and analog communication on a target audience.
  Assessment: media analysis exercise.

Unit 4—Planning and Process
- Using audience analysis and knowledge of the media environment to plan communications.
- Understanding the importance and role of persuasion in public relations.
- Developing persuasive messages for target audiences.
- Preparing materials for the media: news release, media kit.
  Assessment: news release and media kit.

Unit 5—Deployment and Response
- Preparing for media engagement.
- Engaging the media live: press conferences, interviews, scrums, questions.
- Understanding the architecture of a public relations scenario.
- Understanding the flow and distribution of information and communication during a public relations scenario.
- Responding to public relations demands under pressure
  Assessment: public relations scenario simulation.