UNIVERSITY COLLEGE of the FRASER VALLEY

PAC FORM #2

COURSE IMPLEMENTATION DATE:[**September 1998**]
Revised: November 1999
COURSE TO BE REVIEWED DATE:[**September 2003**]
(Four years after implementation date)

OFFICIAL 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 and material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: COMMUNICATIONS DEPARTMENT

CMNS 312		**3**
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS

INTRODUCTION TO PUBLIC AND COMMUNITY RELATIONS

COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

An introduction to the principles of the applications of public and community relations. Students will develop practical strategies to communicate clearly to a variety of audiences. Students will work with individual clients to produce a basic press kit (press release, backgrounder, brochure) for a specific event. Students will also work as consultant groups to devise informational strategies (e.g., media campaign) for projects and organizations.

PREREQUISITES: A first-year Communications course or English 105 or CMNS/MACS 212

COREQUISITES: None

SYNONYMOUS COURSE(S)

(a) Replaces: N/A
(Course #)

(b) Cannot take N/A for further credit
(Course #)

SERVICE COURSE TO:

(Department / Program)

(Department / Program)

TOTAL HOURS PER TERM: 60

STRUCTURE OF HOURS:

Lectures:	20	hrs
Seminar:	20	hrs
Laboratory:	20	hrs
Field Experience:		hrs
Student Directed Learning:		hrs
Other (Specify):		hrs

TRAINING DAY-BASED INSTRUCTION

LENGTH OF COURSE:

HOURS PER DAY:

MAXIMUM ENROLMENT: 22

EXPECTED FREQUENCY OF COURSE OFFERING:

WILL TRANSFER CREDIT BE REQUESTED? **YES** X **NO**

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: **YES** **NO** X

AUTHORIZATION SIGNATURES:

Course designer(s): Ken Fernstrom

Chairperson: *(Curriculum Committee)*

Department Head: Wendy Burton

Dean: W.R. Bate

PAC Approval in Principle Date:

PAC Final Approval Date: January 28, 1998

COURSE NAME / NUMBER

LEARNING OBJECTIVES / GOALS / OUTCOMES/ LEARNING OUTCOMES:

- To learn how to work with clients in creating specific public/community relations messages for a specific event.
- To learn how to prepare and use a direction sheet.
- To learn the format and style of press releases.
- To learn the format and style of a backgrounder.
- To learn the principles of design and layout for brochures and flyers.
- To learn the basics of document design for both print and electronic documents.
- To learn the format and style of writing for various publications including newsletters, magazines and trade publications.
- To learn the purpose, format, and style of Public Service Announcements.
- To learn the format and purpose of brief news story.

METHODS:

Lectures on course topics.
Application of principles and computer experience in Communications lab.
Seminars: group projects.
Individual written and oral assignments.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR YES _____ NO _____

METHODS OF OBTAINING PLAR:

TEXTBOOKS, REFERENCES, MATERIALS:

Handbook for Public Relations Writing (3rd edition). Thomas Bivins.

SUPPLIES / MATERIALS:

Access to Communications computer lab.

STUDENT EVALUATION:

Oral presentations	15%
Class exercises	30%
Individual project (basic press kit)	30%
Group Project	25%

COURSE CONTENT:

COURSE NAME / NUMBER

1. Foundations of effective communications: the process, barriers, purpose and audience. Credibility. Function and purpose of public and community relations. Ethics.
2. Standards of professionalism and working with/reporting to clients. Use of the direction sheet. Project planning and management for groups and individuals.
3. Press releases and backgrounders.
4. Principles of design and layout for print and electronic documents. Brochures and flyers. Designing for the electronic screen.
5. Writing for newsletters.
6. Writing for magazines and trade publications.
7. Writing for television, radio and audio-visual media.
8. Effective oral presentations.
9. Purpose and principles of effective reporting.