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 the material will vary
+ see course syllabus available from instructor

| FACULTY/DEPARTMENT: Communications |
|-------------------------------|-------------------------------|
| COURSE NAME/NUMBER: CMNS 312   | FORMER COURSE NUMBER: n/a     |
| UCFV CREDITS: 3               |                              |

Introduction to Public and Community Relations

CALENDAR DESCRIPTION:

This course provides an introduction to the principles and publications of public and community relations. Students will develop practical strategies to communicate to a variety of audiences. Students will work to produce a basic press kit (press release, backgrounder, brochure) for a specific event.

PREREQUISITES: A first-year Communications course, or ENGL 105, or CMNS/MACS 212 with a C or better.

COREQUISITES: None

SYNONYMOUS COURSE(S):

(a) Replaces: (Course #)

(b) Cannot take: (Course #)

SERVICE COURSE TO:

TRAINING DAY-BASED INSTRUCTION

<table>
<thead>
<tr>
<th>STRUCTURE OF HOURS:</th>
<th>TOTAL HOURS PER TERM: 45</th>
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<tbody>
<tr>
<td>Lectures: 15 Hrs</td>
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<tr>
<td>Seminar: 15 Hrs</td>
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<td>Laboratory: 15 Hrs</td>
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<tr>
<td>Field Experience: Hrs</td>
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<tr>
<td>Student Directed Learning: Hrs</td>
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<tr>
<td>Other (Specify): Hrs</td>
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MAXIMUM ENROLLMENT: 25

EXPECTED FREQUENCY OF COURSE OFFERINGS:

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

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

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:

AUTHORIZATION SIGNATURES:

Course Designer(s): Ken Fernstrom

Chairperson: Raymond Welch (Curriculum Committee)

Department Head: Raymond Welch

Dean: Virginia Cooke

PAC Approval in Principle Date: PAC Final Approval Date: October 29, 2004
LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:
Students will learn the following:
- How to create public/community relations messages for a specific event.
- How to prepare and use fact sheets, media alerts, press releases, and backgrounders.
- Principles of design and layout for brochures and flyers.
- Basics of document design for both print and electronic documents.
- Format and style of writing for various publications including newsletters, magazines and trade publications.
- Purpose, format, and style of Public Service Announcements.
- Format and purpose of a brief feature 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 (Please check:)
☑ Yes          ☐ No

METHODS OF OBTAINING PLAR:
Submission of portfolio will be considered.

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:]

SUPPLIES / MATERIALS:
None.
STUDENT EVALUATION:

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

Group Assignments 25%
Objectives and strategies
Informational and motivational objectives
Timeline
Photo caption
Infographic
Mission statement and editorial plan for newsletter
Headlines
Dummy newsletter layout

Individual Assignments 35%

Two news releases
Media alert
Press kit description
Four Public Service Announcements (three radio and one t.b.)
Electronic news release

Term Project 40%
Proposal
Term project: Press kit to include at minimum: press release, brochure, fact sheet, backgrounder, article for local magazine or newspaper, and 3 radio spots. Oral presentation.

COURSE CONTENT:

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

1. Introduction to the Course-Review of effective communications: the process, barriers, purpose, and audience. Credibility. Term project guidelines.
2. Function and purpose of public and community relations. The importance of research. Program and project planning. Term project selection. Standards of professionalism and working with reporting to clients. Guidelines for working in groups.
3. The basics of public relations writing: preparing for writing, persuasive writing, finding and generating news, and legal and ethical considerations.
4. The news release.
7. Media alerts and Public Service Announcements. radio, television and Web Casting.
8. The feature story.
9. Review oral presentation techniques.
10. Program evaluation.
11. Oral presentation and term projects.