OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

UNIVERSITY OF THE FRASER VALLEY

COURSE IMPLEMENTATION DATE:	September 1998
COURSE REVISED IMPLEMENTATION DATE:	September 2012
COURSE TO BE REVIEWED: *(six years after UEC approval)*	March 2018 *(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 312	Communications	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS

Introduction to Public and Community Relations
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course provides an introduction to the principles, theory, and skills of public and community relations. The course will examine how public relations (PR) fits into the marketing mix, the importance of PR positioning, and reputation management. Students will analyze and produce a variety of electronic and print communication pieces for public relations purposes for a variety of audiences.

PREREQUISITES:	A first-year Communications course, or ENGL 105, or CMNS 212/MACS 212 **Note: As of September 2013, prerequisites will change to the following:** One of CMNS 125, CMNS 155, CMNS 175, ENGL 105, or CMNS 212/MACS 212.
COREQUISITES:	None
PRE or COREQUISITES:	None

SYNONYMOUS COURSE(S):
(a) Replaces:
(b) Cross-listed with:
(c) Cannot take: For further credit.

SERVICE COURSE TO: *(department/program)*
Global Development Studies

TOTAL HOURS PER TERM: **45**

STRUCTURE OF HOURS:

Lectures:	**30**	Hrs
Seminar:	**6**	Hrs
Laboratory:		Hrs
Field experience:	**3**	Hrs
Student directed learning:	**6**	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):	**Ken Fernstrom and Madeleine Hardin**		
Department Head:	**David Thomson**	Date approved:	**October 7, 2011**
Supporting area consultation		Date of meeting:	**October 28, 2011**
Curriculum Committee chair:	**Tetsuomi Anzai**	Date approved:	**January 20, 2012**
Dean/Associate VP:	**Jacqueline Nolte**	Date approved:	**January 20. 2011**
Undergraduate Education Committee (UEC) approval		Date of meeting:	**February 3, 2012**

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

- Apply public relations (PR) principles in relation to marketing
- Assess and create a preliminary public relations plan with reference to contemporary PR theory and cases
- Employ social media tools for PR objectives
- Produce PR documents such as annual reports, media releases, and electronic newsletters
- Assess how advertising is part of the PR mix
- Apply PR and communication theory to organizational branding, repositioning, or event planning
- Produce appropriately designed documents for print and electronic formats
- Evaluate PR writing, design, and plans

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, presentations, guests, seminars

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. Examples for this course might be:]*

Diggs-Brown, B. (2007), The PR Style Guide: Formats for public relations practice 2nd Edition. Thomson, Wadsworth Limited: Belmont, CA

SUPPLIES / MATERIALS:

None

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

Proposal	10%
Communication Audit	10%
Media Plan	10%
Social Media Strategy	10%
Press release or backgrounder	10%
Brochure, newsletter, or new media piece	20%
Final project	20%
Group presentation of final project	10%

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

1. Public Relations (PR) and the marketing mix – theories and some case analysis.
2. Function and purpose of public and community relations, program and project planning, communication audits.
3. Standards of professionalism and working with/reporting to clients. PR and branding or repositioning.
4. Media alerts, media kits, press conferences, pitch letters, direct mail. Informational and motivational objectives – classic and digital forms.
5. Public relations writing: persuasion, newsworthiness, ethical, and legal considerations. Video news releases (VRNs) and audio news releases (ANRs)
6. Business PR writing: company profile, annual reports, service document, bios, or advertisements.
7. Opinion or editorial writing, brochures, newsletters, e-zines, blogs
8. Designing for print and electronic documents.
9. Managing media relations
10. PR in the digital age: Websites, Twitter, Facebook, LinkdIn, Yelp, and other social media.