CMNS 312  Communications  3

Introduction to Public and Community Relations

COURSE NAME/NUMBER  FACULTY/DEPARTMENT  UFV CREDITS

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.

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

TOTAL HOURS PER TERM: 45  TRAINING DAY-BASED INSTRUCTION:
STRUCTURE OF HOURS:
Lectures: 30 Hrs  Length of course:  
Seminar: 6 Hrs  Hours per day:  
Laboratory: Hrs  
Field experience: 3 Hrs
Student directed learning: 6 Hrs
Other (specify): Hrs

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
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:]

SUPPLIES / MATERIALS:
None

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

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Proposal</td>
<td>10%</td>
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<tr>
<td>Communication Audit</td>
<td>10%</td>
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<td>Media Plan</td>
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<tr>
<td>Social Media Strategy</td>
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<td>Press release or backgrunder</td>
<td>10%</td>
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<tr>
<td>Brochure, newsletter, or new media piece</td>
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<tr>
<td>Final project</td>
<td>20%</td>
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<tr>
<td>Group presentation of final project</td>
<td>10%</td>
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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
9. Managing media relations
10. PR in the digital age: Websites, Twitter, Facebook, LinkedIn, Yelp, and other social media.