UNIVERSITY OF THE FRASER VALLEY

ORIGINAL COURSE IMPLEMENTATION DATE: September 1998

REVISED COURSE IMPLEMENTATION DATE: September 2016

COURSE TO BE REVIEWED: (six years after UEC approval) November 2021

Course outline form version: 09/15/14

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: CMNS 312	**Number of Credits:** 3 Course credit policy (105)
Course Full Title: Public Relations Campaigns **Course Short Title (if title exceeds 30 characters):** Public Relations Campaigns	
Faculty: Faculty of Humanities	**Department (or program if no department):** Communications

Calendar Description:

This course explores how social, political, and commercial advancements are often sparked by public relations campaigns. CMNS 312 gives students the opportunity to strategize and plan persuasive campaigns designed to gain attention and motivate targeted audiences to take action.

Prerequisites (or NONE):	One of the following: CMNS 125, CMNS 155, CMNS 175, ENGL 105, CMNS 212/MACS 212, CMNS 280, CMNS 300, CMNS 316, CMNS 360, or nine credits of MACS courses. Note: As of January 2017, prerequisites will change to one of the following: CMNS 212/MACS 212, CMNS 280, CMNS 300, CMNS 316, CMNS 360, or nine credits of CMNS and/or MACS courses.
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:

Cross-listed with:

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.

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**.

Total Hours: 45

Typical structure of instructional hours:

Lecture hours	15
Seminars/tutorials/workshops	18
Laboratory hours	12
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours: Student directed learning	
Total	**45**

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): 25

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

Department / Program Head or Director: Samantha Pattridge	**Date approved:**	April 22, 2015
Faculty Council approval	**Date approved:**	October 16, 2015
Campus-Wide Consultation (CWC)	**Date of posting:**	November 2015
Dean/Associate VP: Jacqueline Nolte	**Date approved:**	October 16, 2015
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	November 27, 2015

Learning Outcomes

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

- Audit an organization's online media presence
- Describe branding and the elements of a successful brand, as well as how brands are built and defended
- Demonstrate elements of a successful public relations campaign
- Scan the media environment for organizational PR opportunities and vulnerabilities
- Develop persuasive public relations messages for target audiences
- Develop public relations campaign strategies
- Use communications tactics that are consistent with overarching campaign strategy
- Design public relations metrics to monitor and measure campaign success
- Develop a complete public relations campaign plan
- Use PR case studies as a learning tool and explain valuable learning points in case studies for fellow students

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, presentations, guests, seminars.

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)

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.					
2.	Scott, D.M.	The New Rules of Marketing & PR (selected chapters)	☐	John Wiley & Sons.	2010
3.	Harfoush, R.	Yes We Did! An inside look at how social media built the Obama brand (selected chapters)	☐	New Riders	2009
4.	Cutlip, Center, Broom	Effective Public Relations (selected chapters)	☐	Pearson Education	
5.	Wilcox & Camerson	Public Relations Strategies and Tactics (selected chapters)	☐	Pearson Education	

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

None.

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	100%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	100%

Details (if necessary):

In-class assignment	15%
Communications audit	15%
Public relations case study	15%
Public relations campaign plan	30%
Communications planning scenario	25%

Typical Course Content and Topics

Unit 1: Orientation to Public Relations Practice

- Introduction to the course: assignments, group work, expectations
- The 21st century media environment
- The public relations industry
- Media relations, stakeholder relations, lobbying, and community relations

Assessment: in-class assignment

Unit 2: Media Presence and Branding

- Understand elements of a successful public relations campaign
- Use case studies as an effective learning tool in PR
- Study branding and explore case studies where brands were damaged and/or successfully defended
- Scan the media environment for content and trends

- Analyze an organization's online media presence
- Develop a communications audit

Assessment: communications audit assignment
Assessment: public relations case study

Unit 3: Messages, Strategies, Tactics

- Study persuasive public relations messages
- Develop tailored messages for specific target audiences
- Study effective and noteworthy campaign strategies
- Develop broad campaign strategies to lead the public relations campaign planning process
- Study both classic and new and innovative public relations tactics
- Develop tactics that are consistent with overarching campaign strategies
- Develop public relations metrics to monitor and measure campaign success
- Develop a complete public relations campaign plan

Assessment: public relations campaign plan

Assessment: communications planning scenario