



ORIGINAL COURSE IMPLEMENTATION DATE:
 REVISED COURSE IMPLEMENTATION DATE:
 COURSE TO BE REVIEWED: (six years after UEC approval)
 Course outline form version: 09/15/14

September 1998
 January 2017
 November 2021

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 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): <i>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.</i>		Transfer Credit Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 45 Typical structure of instructional hours: <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr><td>Lecture hours</td><td style="text-align: center;">15</td></tr> <tr><td>Seminars/tutorials/workshops</td><td style="text-align: center;">18</td></tr> <tr><td>Laboratory hours</td><td style="text-align: center;">12</td></tr> <tr><td>Field experience hours</td><td></td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours: Student directed learning</td><td></td></tr> <tr><td style="text-align: right;">Total</td><td style="text-align: center;">45</td></tr> </table>		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? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Experiential (practicum, internship, etc.)																			
Online learning activities																			
Other contact hours: Student directed learning																			
Total	45																		
		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)	<input type="checkbox"/>	John Wiley & Sons.	2010
3. Harfoush, R.	Yes We Did! An inside look at how social media built the Obama brand (selected chapters)	<input type="checkbox"/>	New Riders	2009
4. Cutlip, Center, Broom	Effective Public Relations (selected chapters)	<input type="checkbox"/>	Pearson Education	
5. Wilcox & Camerson	Public Relations Strategies and Tactics (selected chapters)	<input type="checkbox"/>	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