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 material will vary - see course syllabus available from instructor

<table>
<thead>
<tr>
<th>FACULTY/DEPARTMENT:</th>
<th>COMMUNICATIONS DEPARTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMNS 412</td>
<td>3</td>
</tr>
<tr>
<td>COURSE NAME/NUMBER</td>
<td>FORMER COURSE NUMBER</td>
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<tr>
<td>CMNS 412</td>
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</tr>
</tbody>
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**COMMUNITY RELATIONS AND THE MEDIA**

**COURSE DESCRIPTIVE TITLE**

**CALENDAR DESCRIPTION:**

Advanced study of print, radio, t.v. and electronic media techniques and applications in community and public relations. Considerations and effects of purpose, audience, the media and the message are incorporated in a variety of practical assignments. A fundamental aspect of the course is incorporating language and design according to the requirements and limitations of the media, the message, and the audience. Print media assignments involve newsletters, brochures and flyers, press releases, press kits, print advertising and articles; radio and t.v. media are designed spots while electronic media is the design of a web page/site for an organization. Students will be paired with organizations and produce a number of assignments according to that organization’s directions and specific focus.

**PREREQUISITES:** CMNS 312

**COREQUISITES:** None

**SYNONYMOUS COURSE(S)**

(a) Replaces: N/A

(b) Cannot take N/A for further credit

**SERVICE COURSE TO:**

**TOTAL HOURS PER TERM:** 60

**STRUCTURE OF HOURS:**

| Lectures: | 20 hrs |
| Seminar: | 20 hrs |
| Laboratory: | 20 hrs |
| Field Experience: | hrs |
| Student Directed Learning: | hrs |
| Other (Specify): | hrs |

**LENGTH OF COURSE: **

**HOURS PER DAY:**

**MAXIMUM ENROLMENT:** 22

**EXPECTED FREQUENCY OF COURSE OFFERING:**

**WILL TRANSFER CREDIT BE REQUESTED?**

YES | NO | X

**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:**

YES | NO | X

**AUTHORIZATION SIGNATURES:**

Course designer(s): Ken Fernstrom

Department Head: Wendy Burton

Chairperson: (Curriculum Committee)

Dean: W.R. Bate

PAC Approval in Principle Date: ___________________________ PAC Final Approval Date: ___________________________
LEARNING OBJECTIVES / GOALS / OUTCOMES/ LEARNING OUTCOMES:

• To learn how to plan and execute a public/community relations campaign.
• To learn the elements of print, radio, t.v. and electronic media required to produce effective community relations material for a specific organization for a specific purpose.
• To understand the function and interaction of purpose, audience, media and message as they apply to specific organizational goals and community relations.
• To learn the relationship between language, design, audience and purpose for print media, radio and t.v., and electronic communications.
• To learn and apply persuasive techniques (e.g., direct mail).
• To learn how to evaluate campaigns using focus groups.

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          YES _____    NO _____

METHODS OF OBTAINING PLAR:

TEXTBOOKS, REFERENCES, MATERIALS:


SUPPLIES / MATERIALS:

STUDENT EVALUATION:

Oral presentations    15%
Class exercises        30%
Individual project    30%
Group Project         25%
COURSE CONTENT:

1. Review of role and functions of techniques in public and community relations.
2. Planning and executing the public relations campaign.
3. Media relations
5. Using radio: formats, preparing the radio spot, submitting the material, maximizing the impact,
6. Television and cable: Public Service Announcements, script format, storyboarding.
7. Brochures and direct mail.
8. Newsletters and magazines.
9. Use of photographs, illustrations, slides and films. Exhibits and special events.
10. Interviewing techniques.