**Official 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 and the material will vary - see course syllabus available from instructor.

<table>
<thead>
<tr>
<th>Faculty/Department</th>
<th>Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Name/Number</td>
<td>CMNS 412</td>
</tr>
<tr>
<td>Former Course Number</td>
<td>N/A</td>
</tr>
<tr>
<td>UCFV Credits</td>
<td>4</td>
</tr>
<tr>
<td>Community and Public Relations Practicum</td>
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</tbody>
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**Course Descriptive Title**

**Calendar Description:**

Provides students with supervised practical applied experience in community and public relations. Students will have an opportunity to practice skills gained in prerequisite courses and will receive feedback about their competencies. Students will meet for a monthly feedback seminar with the instructor and will be expected to contribute weekly to an online discussion forum.

Before starting practicum placements, students must sign a practicum agreement.

**Prerequisites:** CMNS 312, or 6 credits of CMNS 200 level or higher (must include one of: CMNS 212, CMNS 250 or CMNS 251, CMNS 325, CMNS 360, or CMNS 375), or instructor's permission.

**Corequisites:**

**Synonymous Course(s)**

(a) Replaces:

(b) Cannot take:

<table>
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<tr>
<th>Service Course To:</th>
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<tbody>
<tr>
<td>(Department/Program)</td>
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</table>

**Total Hours per Term:** 128

**Training Day-Based Instruction**

| Structure of Hours |  | Length of Course: |
|--------------------|----------------------|
| Lectures: 9 Hrs    |  | HOURS PER DAY:  |
| Seminar: 9 Hrs     |  |  |
| Laboratory: Hrs    |  |  |
| Field Experience: 100 Hrs | |
| Student Directed Learning: Hrs | |
| Other (Specify): on-line forum 10 Hrs | |

**Maximum Enrollment:** 20

**Expected Frequency of Course Offerings:**

- 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

**Authorization Signatures:**

- Course Designer(s): Ken Fernstrom / Madeleine Hardin
- Chairperson: Raymond Welch (Curriculum Committee)
- Department Head: Raymond Welch
- Dean: Dr. Eric Davis
- UPAC Approval in Principle Date: September 1998
- UPAC Final Approval Date: October 28, 2005
LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:
1. To learn how to plan and execute elements of a public/community relations campaign.
2. To learn the elements of print, broadcast and electronic media required to produce effective community relations material for a specific organization for a specific purpose.
3. To understand the function and interaction of purpose, audience, media and message as they apply to specific organizational goals and public/community relations.
4. To experience work-specific communications in context.
5. To apply skills and techniques of layout and design learned in previous communications courses

METHODS:
Lectures and seminars, practicum placement, online participation in discussion forum.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
Credit can be awarded for this course through PLAR (Please check:)  ☒ Yes ☐ No

METHODS OF OBTAINING PLAR:
Portfolio

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:]

SUPPLIES / MATERIALS:
Will vary according to practicum placement. Students may require personal transportation.

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]
Summary and progress reports 10%
Attendance/participation, online postings 10%
Oral presentations 10%
Proposal for final portfolio 10%
Final portfolio 40%
Field placement evaluation 20%*
* to be completed by the field placement supervisor, this evaluation will consider
1. level of professionalism
2. areas of improvement
3. writing skills
4. communications skills
5. teamwork skills
6. meets deadlines
7. willingness to take instruction or feedback
8. able to work independently
COURSE CONTENT:

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

Week 1 Seminar
Introductions, outline of expectations, course online discussion forum, overview of community and public relations. Practicum agreement.

Week 2 Seminar
Professionalism in community and public relations: etiquette, dress, e-mail, confidentiality.
Problem solving. Progress and summary reports. Proposals for final portfolios.

Week 3 Seminar
Oral presentations: speaking in the workplace.

Week 6 Seminar
Progress reports on placements and final portfolios.

Week 10 Seminar
Progress reports on placements and final portfolios.

Week 14 Seminar
Oral presentations (10 mins) of portfolios with self evaluation.

Possible placement locations:
Community Relations, UCFV
Community Relations, Kwantlen UC
Dream House magazine
Grey Public Relations
Athletics, UCFV
Research and Industry Liaison, UCFV
Development and Alumni, UCFV
Theatre Dept., UCFV
The News
Mehfil
Punjabi Patrika
CBC TV
Chambers of Commerce: Abbotsford, Mission, Chilliwack
Tourism Abbotsford
Tourism Harrison
Xa:ytem Longhouse Interpretative Centre
BC Soccer
Worksafe
Harrison Festival
Mission Folk Festival
Sustainable Environment
Terracom Communications
Abbotsford Air Show
Abbotsford Airport
Cascade Aviation
St. Paul's Hospital
Fort Langley Business Association
For Langley Historical Society
Fort Langley Art Gallery & Museum
Vancouver Aquarium
Big Brothers and Big Sisters
SPCA
BC Cancer Society
United Way