UNIVERSITY COLLEGE of the FRASER VALLEY



COURSE IMPLEMENTATION DATE: September 1998
COURSE REVISED IMPLEMENTATION DATE: September 2006
COURSE TO BE REVIEWED: October 2009
(Four years after UPAC final approval date) (MONTH YEAR)

# 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

FACULTY/DEPARTMENT: **Communications**

| **CMNS 412** | **N/A** | **4** |
|---|---|---|
| COURSE NAME/NUMBER | FORMER COURSE NUMBER | UCFV CREDITS |

**COMMUNITY AND PUBLIC RELATIONS PRACTICUM**
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: _____ *(Course #)*
(b) Cannot take: _____ *(Course #)* for further credit.

SERVICE COURSE TO: _____ *(Department/Program)* _____ *(Department/Program)*

TOTAL HOURS PER TERM: **128**

STRUCTURE OF HOURS:

| | | |
|---|---|---|
| Lectures: | **9** | Hrs |
| Seminar: | **9** | Hrs |
| Laboratory: | | Hrs |
| Field Experience: | **100** | Hrs |
| Student Directed Learning: | | Hrs |
| Other (Specify):on-line forun | **10** | Hrs |

TRAINING DAY-BASED INSTRUCTION
LENGTH OF COURSE:
HOURS PER DAY:

MAXIMUM ENROLLMENT: **20**
EXPECTED FREQUENCY OF COURSE OFFERINGS: **once every year**
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:
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:]

Strategic Writing: Multimedia Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication. Charles M David W. Guth & Bonnie Poovey Short. Pearson, 2005.

Non-Designers Design Book. Robin Williams. Peach Pit Press, 2004.

**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 porfolio | 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 Liasion, 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