CROSS-LISTED COURSE OUTLINE

COURSE IMPLEMENTATION DATE:	September 1990
COURSE REVISED IMPLEMENTATION DATE:	January 2014
COURSE TO BE REVIEWED: *(six years after UEC approval)*	January 2020 *(month, year)*

CROSS-LISTED COURSE OUTLINE INFORMATION

This is a cross-listed course. Only one official course outline exists for this course, listed under the original course name and number. Please refer to the official course outline for full course information.

Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

MACS 212	Communications	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS

Basic Public Relations and Advocacy Communication
COURSE DESCRIPTIVE TITLE

OFFICIAL COURSE OUTLINE:

This is a cross-listed course. Please refer to **CMNS 212** for the official course outline.

CALENDAR DESCRIPTION:

It takes skill to make your voice, cause, and point of view stand out in a sea of messages. This course focuses on the fundamentals of persuasive communication used in public relations and advocacy settings. The importance of planning and targeted audience engagement is stressed. Students will write and design effective internal and external communication plans and produce a portfolio of digital and print material (e.g. blog posts, media release/news advisory, social media strategy).

Note: This course is offered as CMNS 212 and MACS 212. Students may take only one of these for credit.

PREREQUISITES: Same as for CMNS 125; see CMNS 125 for details. Note: As of January 2015, prerequisites will change to the following: One of CMNS 115, CMNS 125, CMNS 145, CMNS 155, CMNS 165, CMNS 175 or ENGL 105

COREQUISITES:

PRE or COREQUISITES:

SYNONYMOUS COURSE(S):

(a) Replaces:

(b) Cross-listed with: **CMNS 212**

(c) Cannot take: **CMNS 212** for further credit.

SERVICE COURSE TO (department/program):

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

Course designer(s):	**David Thomson**		
Department Head:	**Samantha Pattridge**	Date approved:	**August 2013**
Campus-Wide Consultation (CWC)		Date of meeting:	**August 23, 2013**
Curriculum Committee chair:	**Amanda McCormick**	Date approved:	**September 13, 2013**
Dean/Associate VP:	**Jacqueline Nolte**	Date approved:	**September 13, 2013**
Undergraduate Education Committee (UEC) approval		Date of meeting:	**September 27, 2013**