

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: PR 01

Number of Credits: 0 [Course credit policy \(105\)](#)

Course Full Title: Fundamentals of Public Relations
 Course Short Title:

Faculty: Faculty of Access and Continuing Education

Department (or program if no department): Continuing Education

Calendar Description:

This course introduces the basic principles of creating and promoting a persuasive message. Course participants will also explore traditional PR strategies as well as the new possibilities afforded by social media platforms.

Prerequisites (or NONE): Admission to the Public Relations certificate

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):

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.

Transfer Credit

Transfer credit already exists: Yes No

Transfer credit requested (OReg to submit to BCCAT):

Yes No (Note: If yes, fill in transfer credit form)

Resubmit revised outline for articulation: Yes No

To find out how this course transfers, see bctransferguide.ca.

Total Hours: 15

Typical structure of instructional hours:

Lecture hours	15
Seminars/tutorials/workshops	
Laboratory hours	
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours:	
Total	15

Special Topics

Will the course be offered with different topics?

Yes No

If yes,

Different lettered courses may be taken for credit:

No Yes, repeat(s) Yes, no limit

Note: The specific topic will be recorded when offered.

Maximum enrolment (for information only): 20

Expected frequency of course offerings

(every semester, annually, etc.): Two per semester

Department / Program Head or Director: Liana Thompson

Date approved: August 21, 2014

Campus-Wide Consultation (CWC)

Date of posting: August 26, 2014

Faculty Council approval

Date approved: September 12, 2014

Dean/Associate VP: Sue Brigden

Date approved: September 12, 2014

Undergraduate Education Committee (UEC) approval

Date of meeting: September 26, 2014

Learning Outcomes

Upon successful completion of this course, students will be able to:

- Define public relations and identify types of public relations jobs
- Identify guiding ethical principles in public relations including those related to social justice
- Describe how public relations contributes to the building of community relationships (i.e. indigenous, special interest, social justice communities)
- Explain how public opinion is formed
- Summarize the history of PR
- List the components of a PR plan
- Draft a specific PR plan in response to a case scenario

Prior Learning Assessment and Recognition (PLAR)

Yes No, PLAR cannot be awarded for this course because this is a course in a non-credit certificate program that relies on in-class experience and training.

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Instructional Methods: a combination of lecture, group activities, and self-directed learning.

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)

	<u>Author Surname, Initials</u>	<u>Title (article, book, journal, etc.)</u>	<u>Current Edition</u>	<u>Publisher</u>	<u>Year Published</u>
1.	Cardin, M. & McMullen, K.	<i>Canadian PR for the Real World</i>	<input type="checkbox"/>	Pearson	2015
2.			<input type="checkbox"/>		
3.			<input type="checkbox"/>		

Required Additional Supplies and Materials (Eg. Software, hardware, tools, specialized clothing)

Use this section for supplies and materials for all sections of this course.

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	70%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	30%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	100%

Details (if necessary):

Assignment Breakdown:

- PR fundamentals quiz (history, definitions, components) – 30%
- Position paper on ethical principles in PR – 30%
- PR plan in response to case scenario – 40%

Grading system: Letter Grades: Credit/No Credit: Labs to be scheduled independent of lecture hours: Yes No

Typical Course Content and Topics

Unit 1: Public Relations in Canada: Understanding PR; Strategic thinking and the PR process, Ethics and the law; PR and evaluation
 Unit 2: Foundations of PR Then and Now: How public opinion is formed; How PR practitioners work with public opinion; History of PR
 Unit 3: The PR Plan: PR plans defined; PR plan components; The added value of creativity