

COURSE SYLLABUS



COURSE TITLE: MARK 233: CORP. COMMUNICATIONS – PUBLIC RELATIONS

CLASS SECTION: 001

TERM: 2024 Winter

COURSE CREDITS: 3

DELIVERY METHOD(S): Face-to-Face

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

This section of MARK 233 requires mandatory attendance for the first class meeting of the course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the “Attendance” section under “Registration Policies for Students” [Registration Policies for Students | Camosun College](#)

INSTRUCTOR DETAILS

NAME: Brenda Jones, MA, BA, APR

EMAIL: jonesb@camosun.ca

OFFICE: CBA 258

HOURS: Mondays and Wednesdays 1:30 – 2:30 p.m.; Tuesdays 2:30 – 3 p.m. and 4:30 - 6 p.m.

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will examine communication management theories and principles with emphasis on the Shared (social media) and Earned (media relations) components of the integrated Paid Earned Shared Owned (PESO) media model. Students will apply current practices in media relations, content development for social media, as well as influencer relationships in the development of a communication plan aimed at enhancing organizational reputation and stakeholder relationships.

PREREQUISITE(S):

One of:

- C in MARK 110
- Admission to the Post Degree Diploma in Business Administration, Marketing Option program

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course a student will be able to:

- develop a corporate communication plan that enhances an organization's reputation and relationships with stakeholders, influencers and the media.
- plan public relations activities and measurable communication objectives.
- select tools to build and manage stakeholder and media relationships to support public relations activities and organizational objectives.
- write and edit timely and effective print, digital and multi-media communications to manage media and stakeholder relations.
- measure and evaluate the effectiveness of a corporate communication or publicity plan.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- **Mastering Public Relations:** https://saylordotorg.github.io/text_mastering-public-relations/s02-the-importance-of-public-relat.html (This text was adapted by The Saylor Foundation under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 License without attribution as requested by the work's original creator or licensee. It is an OPEN RESOURCE.)
- Carney, W.W., Babiuk, C., & LaVigne, M.H. (2019). *In the news: The practice of media relations in Canada*. (3rd. ed.) University of Alberta Press. (Note: eBook can be accessed for free through Camosun College Library.)
- Additional readings podcasts and videos as assigned by the instructor

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

Class hours: Mondays/Wednesdays (CBA 211/CBA 285) 10:30 a.m. – 12:20 p.m.

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
1	Introduction to the Course Introduction to Corporate Communications and PR	<ul style="list-style-type: none">• Download the Mastering Public Relations text and read Ch 1 and 2• Review the Course Site• Week 1 Discussion Activity
2	The Organizational Context	<ul style="list-style-type: none">• Read Ch 4 and 5• Pick a date for the Current Issues Seminar

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
3	Communication Theory	<ul style="list-style-type: none"> • Read Ch 3 • Case Study due • Discussion Activity
4	Stakeholder Models	<ul style="list-style-type: none"> • Read Ch 7 • Assigned readings • Discussion Activity
5 and 6	Communications Planning	<ul style="list-style-type: none"> • Read Ch 9 • Current Issues (Group) Seminar • Discussion Activity
7	READING BREAK	
8	The PESO model	<ul style="list-style-type: none"> • Lesson notes • Discussion Activity • Current Issues (Group) Seminar
9	Research and Public Opinion	<ul style="list-style-type: none"> • Read Ch 8 • Individual Discussion Activity Posting • Communications Plan due
10 and 11	Media Relations and Social Media	<ul style="list-style-type: none"> • Social Media Assignment Part 1 due • Ch. 1, 2 and 3 from “In the News: The Practice of Media Relations in Canada” • Assigned readings • Discussion activity • Current Issues (Group) Seminar
12	Writing for Media	<ul style="list-style-type: none"> • Ch. 8 and 10 from “In the News: The Practice of Media Relations in Canada” • Assigned readings • Discussion activity
13	Ethics	<ul style="list-style-type: none"> • Discussion Activity • Chapter 11 • Assigned readings • Social Media Assignment Parts 2 and 3 due
14	Project Presentations	<ul style="list-style-type: none"> • Group Presentations • Peer Assessments
	Exam Week Do NOT make travel plans until the exam schedule is published.	<ul style="list-style-type: none"> • Final Exam

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Case Study	15%
Online assignments, weekly activities, participation, and attendance	15%
Projects: 1. The Social Media Plan: Part 1 – Background of the Plan 8% Part 2 – Social Media Plan 8% Part 3 – Creative Content 4% 2. The Communications Plan 20%	20%
Group Presentation	5%
Current Issues in PR Seminar	10%
Final Exam	15%
	TOTAL 100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information.
<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Generative AI. This course was not designed for use with generative artificial intelligence (Gen-AI) tools, e.g. ChatGPT, Quillbot, etc. Use of Gen-AI tools may hinder your learning. As such, use of Gen-AI tools in this course is **not allowed** unless explicit permission is provided in advance. If you believe that a specific Gen-AI tool would be useful to support your learning in this course, please talk to me first. Note that spelling, grammar, and overall formatting (things that AI does really well) constitute only a small portion of your grade on each assignment. Tools such as spelling and grammar check features in MS Word should be sufficient to ensure your spelling and grammar are of sufficient clarity. If you would like additional support with writing, please consider using the services available in the [Writing Centre](#).

SCHOOL OR DEPARTMENTAL INFORMATION

ASSIGNMENTS & EXAMS

Assignment formatting. The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.

- Grammar, spelling, style, document formatting, citations and all referencing using APA standards will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Deadlines and exams. You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library

Support Service	Website
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>
Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines: <https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal ([see policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.