

COURSE SYLLABUS



COURSE TITLE: MARK 325
CLASS SECTION: 001
TERM: SUMMER 2022
COURSE CREDITS: 3
DELIVERY METHOD(S): LECTURE

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: JOAN YATES
EMAIL: YATES@CAMOSUN.CA
OFFICE: ON LINE
HOURS: COLLABORATE OFFICE HOURS ON DEMAND

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.

To arrange an office hour, send me an email and I will schedule as soon as I get your email.

CALENDAR DESCRIPTION

MARK 325 - Public Relations Management

Credits: 3 Total Hours: 60

This course examines communication management theories and principles in effective public relations programming. The emphasis is on the social responsibility of organizations, the strategic function of public relations and the evaluation of effective corporate communication. Media relations, social media and professional ethics will be highlighted.

Prerequisites

One of:

- C in [MARK 220](#)

- C in [MARK 340](#)
- Bachelor degree from a recognized post-secondary institution

It is recommended that students complete the second year of their program before enrolling in MARK 325

COURSE LEARNING OUTCOMES / OBJECTIVES

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

- Apply knowledge of public relations/corporate communications planning practices and strategies to develop and measure a public relations/corporate communications plan.
- Determine an organization's stakeholders and develop strategies to communicate effectively with these groups.
- Discern ethical issues in public relations/corporate communications and complete work in accordance with codes of professional ethics, standards and practices.
- Demonstrate public relations oral and written communications skills appropriate to traditional, social and emerging media.
- Develop a public relations/corporate communication project and tactical budget appropriate for effective communication planning

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

1. <https://www.oercommons.org/courses/mastering-public-relations>

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2. Additional reading, podcasts and videos as assigned by the instructor

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

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor. Please refer to the Course Schedule at a Glance on the Course Site.

Date	Topic/Module	<p style="text-align: center;">Notes and Updates</p> <p>Activity and Discussion deadlines always on Thursday by 11:30 pm</p> <p>Assignments always due Friday 11:30 pm</p>
Section 1	Providing the Context	<p>Weeks 1 - 6 looks at the role PR plays within organizations and the types of things that need to be considered in effective Public Relations strategy.</p>
<p>Week 1: May 3 and 5</p>	<p>Introduction to Public Relations and to the Course</p>	<p>Always refer to the Weekly Introduction sheets for more information on what activities are required each week.</p> <p>Download the text</p> <p>Discussion: Introductions and Activity 1</p> <p>Read Ch 1 and 2</p>
<p>Week 2: May 10 and 12</p>	<p>The Organizational Context for Public Relations</p>	<p>In class activity</p> <p>Read Ch 4 and 5</p> <p>Begin case Analysis</p>

<p>Week 3: May 17 and 19</p>	<p>Communication Theory</p>	<p>Groups established for the Public Relations Planning and Social Media Projects. You will stay with the same group for both assignments.</p> <p>Read Ch. 3</p> <p>In class analysis of the Dove Detox your Feed campaign launched April 2022</p>
<p>Week 4 May 24 and 26</p>	<p>Stakeholders</p>	<p>Case Analysis due May 27</p> <p>Class Discussion / Activity "You View" – A look at BC Hydro’s Stakeholder Messaging</p> <p>Current issues in PR seminar: May 26</p>
<p>Week 5 May 31 and June 2</p>	<p>Internal Communications</p>	<p>Review of upcoming Comm Plan and Social Media assignments</p> <p>Group Project idea posted on Discussion Board - due June 3</p> <p>Discussion Activity Stakeholders: a look at Disney and the Governor of Florida</p> <p>Current Issues in PR seminar: June 2</p>
<p>Week 6 June 7 and 9</p>	<p>PESO model</p>	<p>Current Issues in PR Seminar: June 9</p> <p>In class activity Categorizing the PESO model / An agency model</p>
<p>Section 2</p>	<p>Implementing the Plan</p>	<p>Weeks 7 – 13</p> <p>We now shift to "doing" with working on specific plans that incorporate elements learned in Section 1</p>

<p>Week 7 and 8</p> <p>June 14 and 16</p> <p>June 21 and 23</p>	<p>Communication Planning</p>	<p>Discussion activity week 8 ends June 23</p> <p>Current Issues in PR seminar: June 16</p> <p>Read Ch 9</p>
<p>Week 9</p> <p>June 28 and June 30</p> <p>Note: Stat July 1</p>	<p>Research, Analysis and Evaluation</p>	<p>Read Ch 8.</p>
<p>Week 10</p> <p>July 5 and 7</p>	<p>Ethics</p> <p>Issues Management</p>	<p>PR / Communications Plan due July 8</p> <p>Current Issues in PR Seminar: July 7</p>
<p>Week 11 and 12</p> <p>July 12 and 14</p> <p>July 19 and 21</p>	<p>Media Relations and Social Media</p> <p>Writing for Media</p>	<p>Social Media Planning Part 1 due July 15</p>
<p>Week 13</p> <p>July 26 and 28</p>	<p>Social Media</p>	<p>Social Media Planning Part 2 and 3 due July 29</p> <p>Current Issues in PR seminar</p>

Week 14 August 2 and 4	Project Presentations Course Review Wrap up with brief group presentations on the comm plan / social media project. 15 minutes per group	Discussion Board for Questions Final Presentations.
Exam Week TBC	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 noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

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DESCRIPTION	WEIGHTING
Final Exam	15%
On line assignments and Weekly Activities	20%
Projects: 1. The Social Media Plan: Part 1 – Developing the Plan 5% Part 2 – Distribution Planning 5% Part 3 – Writing for Social Media and Creative 5% 2. The Communications / Public Relations Plan 25% 3. Presentation 5%	15%

DESCRIPTION	WEIGHTING
Current Issues in PR	10%
Case Study (Individual)	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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

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 <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

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 Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](http://camosun.ca/services/accessible-learning/) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each 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 and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

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. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> 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: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

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.