

COURSE SYLLABUS



COURSE TITLE: SPMA 460 Media and Public Relations

CLASS SECTION:

TERM: Fall 2023

COURSE CREDITS: 3

DELIVERY METHOD(S): In Person Lecture

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](#).

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: Anthony Pluta

EMAIL: plutaa@camosun.ca or ajpluta3@gmail.com

OFFICE: PISE 306G

HOURS: Meetings available by request

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 media and public relations for sport and fitness organizations in order to gain an understanding of how to work with different forms of media. Students will plan, manage, evaluate, and implement media and public relations programs. They will be given opportunity to practice these skills in order to become competent practitioners.

Prerequisites

One of:

- C in [BUS 150](#)
- C in [MARK 110](#)
- C in [KIN 115](#)

Equivalencies

- SFL 460

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course, students will:

- Describe the role and functions of a sport information professional
- Describe public relations as a strategic management tool
- Create a News Release and plan a News Event
- Prepare sport and fitness personnel for media interviews
- Identify the range of social media tools and analyze a variety of social media platforms
- Plan a media campaign and media relations for an event
- Plan and create sport advertising materials
- Articulate the legal and ethical issues in sport and/or fitness media relations

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

All needed materials and information will be available on D2L

EVALUATION OF LEARNING

Assessment	Title	Description	Due	Weighting
Written	Mid Term Exam	Based on work covered from Sept 6 – Oct 18, 2023	Oct 20	25%
Written	In Class Worksheets	Complete assigned readings and worksheets connected to those readings. More information will be provided in class.	Ongoing	15%
Written	“In touch” or Social Media Assignment (TBA)	More information will be provided in class	Ongoing	15%
Student Choice Project	Option 1: PR Profile (Written) Option 2: Interview (Video)	Students will choice to complete Student Choice Project Option 1: PR Profile OR Option 2: Interview. See description on following page for a brief overview of both options. Additional information will be provided in class.	Nov 29* @ Midnight	25%
Written	Final Exam	Based on work covered from Oct 25 – Dec 6, 2023	TBA	20%

Student’s Choice Project Brief Overview:

- **Option 1** - Student’s Choice PR Profile (Written): Students will choose a person whose occupation interests them and research and write a 1,000-word promotional story about the person and their occupation for print/web publication **OR**
- **Option 2** - Student’s Choice Interview (Video): Students will conduct an interview of 5-10 minutes on a person whose occupation interests them and edit and submit the finished product in digital format.

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 (link: <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>).

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.

DATE (WED)	TOPIC	TIME	LOCATION	DATE (FRI)	TOPIC	TIME	LOCATION
Sept 6	Introduction	10:30-12:20 pm	PISE 329B	Sept 8	Overview of Media and Public Relations	10:30-12:20 pm	PISE 329B
Sept 13	Communicating Effectively	10:30-12:20 pm	PISE 329B	Sept 15	Communicating Effectively	10:30-12:20 pm	PISE 329B
Sept 20	Public Relations in Sport	10:30-12:20 pm	PISE 329B	Sept 22	Promotions w/Guest Speaker	10:30-12:20 pm	PISE 329B
Sept 27	Lobbying and Advocacy	10:30-12:20 pm	PISE 329B	Sept 29	Lobbying and Advocacy Campaigns	10:30-12:20 pm	PISE 329B
Oct 4	Using Publicity & Special Events	10:30-12:20 pm	PISE 329B	Oct 6	Image and Public Relations	10:30-12:20 pm	PISE 329B
Oct 11	Internet PR, Social Media & Case Study	10:30-12:20 pm	PISE 329B	Oct 13	Social Media Campaign Planning	10:30-12:20 pm	PISE 329B
Oct 18	Mid Term Review	10:30-12:20 pm	PISE 329B	Oct 20	Mid Term Exam	10:30-12:20 pm	PISE 329B
Oct 25	Speaking & Presenting	10:30-12:20 pm	PISE 329B	Oct 27	Media – History & Overview	10:30-12:20 pm	PISE 329B
Nov 1	Staging Press Conferences	10:30-12:20 pm	PISE 329B	Nov 3	Media Relations w/ Guest Speaker	10:30-12:20 pm	PISE 329B
Nov 8	Legal Issues in Public Relations	10:30-12:20 pm	PISE 329B	Nov 10	Interviewing	10:30-12:20 pm	PISE 329B
Nov 15	Interviewing Applied w/Guest Speaker	10:30-12:20 pm	PISE 329B	Nov 17	Ethical Issues in Public Relations	10:30-12:20 pm	PISE 329B

DATE (WED)	TOPIC	TIME	LOCATION	DATE (FRI)	TOPIC	TIME	LOCATION
Nov 22	Writing for the News & Print Media	10:30-12:20 pm	PISE 329B	Nov 24	Writing – applied Activity	10:30-12:20 pm	PISE 329B
Nov 29	Television Sports & Broadcasting	10:30-12:20 pm	PISE 329B	Dec 1	Olympic Television	10:30-12:20 pm	PISE 329B
Dec 6	Crisis Management	10:30-12:20 pm	PISE 329B	Dec 8	Review	10:30-12:20 pm	PISE 329B

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 can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

COURSE GUIDELINES & EXPECTATIONS

This class will be based around active participation. Being on time, present and active on all class days is expected. Failure to be in class will result in missed information. This class will have multiple guest speakers with the potential for random drop ins of current and retired professional athletes for Q&A's regarding media and public relations.

SCHOOL OR DEPARTMENTAL INFORMATION

<https://camosun.ca/programs-courses/centre-sport-exercise-education>

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>

Support Service	Website
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.