

COURSE SYLLABUS



COURSE TITLE: SPMA 460 – Media and Public Relations

CLASS SECTION: 001

TERM: F24

COURSE CREDITS: 3

DELIVERY METHOD(S): In person, Mon and Wed

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://camosun.ca/about/covid-19-updates>

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: Brianna Waldman

EMAIL: waldmanb@camosun.ca

OFFICE: PISE 306F

HOURS: Mon – Fri by appt in person or virtual (to set up appt, please email me).

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.

PREREQUISITE(S): C in BUS 150, MARK 110, KIN 115

EQUIVALENCIES: SF 460

COURSE LEARNING OUTCOMES / OBJECTIVES

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

- 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

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.

Week	Mon 10:30am – 12:20pm PISE 329A	Lecture Topic	Wed 10:30am – 12:20pm PISE 329A	Lecture Topic	Notes
1			Sept 4	Course Introduction and overview	
2	Sept 9	Overview of Media and Public Relations	Sept 11	Communicating Effectively	Hand out big project (Sept 11 th)
3	Sept 16	Public Relations in Sport – Alicia Doitte (PR and FIFA)	Sept 18	Promotions	
4	Sept 23	Lobbying and Advocacy	Sept 25	Lobbying and Advocacy Campaigns	
5	Sept 30	College Closed – TRC Day	Oct 2	Using Publicity & Special Events	
6	Oct 7	Anthony Pluta Storytelling...	Oct 9	Mid Term Review	
7	Oct 14	College Closed - Thanksgiving	Oct 16	Mid Term Exam	
8	Oct 21	Speaking & Presenting	Oct 23	Media – History & Overview	
9	Oct 28	Staging Press Conferences	Oct 30	Media Relations and using Social Media in Sport – Zach Amaral	
10	Nov 4	Legal Issues in Public Relations	Nov 6	Interviewing	
11	Nov 11	College Closed – Remembrance Day	Nov 13	Interviewing Applied	
12	Nov 18	Ethical Issues in Public Relations	Nov 20	Writing for the News & Print Media	
13	Nov 25	Writing – applied Activity	Nov 27	Television Sports & Broadcasting - Robert Bettauer (?)	Big project Due (Nov. 27 th)
14	Dec 2	Crisis Management	Dec 4	Review	

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

DESCRIPTION	DUE DATE	WEIGHTING
Mid Term Exam	Week 7 Oct 16th	25%
In Class Worksheets	Ongoing	20%
Student Choice Project: Option 1 - PR Profile (written) OR Option 2 - Interview (Video)	Week 13 Nov. 27th	30%
Final Exam	Week 14 Dec. 4th	25%
	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>

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.

COURSE GUIDELINES & EXPECTATIONS

Please note: In order to satisfy the Learning Outcomes for the course, **all assignments and presentations** must be completed to receive a final grade.

Attendance: Students are expected to attend all classes, labs, and exams. Students are responsible for getting their own notes from class as well as information pertaining to changes in the course outline, readings, assignments, and information pertaining to any tests or exams. Lab attendance is mandatory unless you have a medical reason for missing it, in which case you should email the instructor ahead of time to make note of your reason for missing class. Failure to attend the laboratory component could result in failure of the course.

An **excused** absence includes:

- a medical certificate
- an intercollegiate trip
- permission of instructor prior to absence
- compassionate reasons
- signs & symptoms of COVID-19

Absences from Campus due to COVID-19:

If a student is feeling unwell, they should inform their instructor that they will be unable to participate in any in-person classes. Where possible, alternative means of participating in the learning will be arranged. Students will not be academically penalized for such absences.

Late Assignments: Late assignments will receive a deduction of 20% per day.

Missed Exams: Exams must be written on the date scheduled. If a student is unable to write an exam through no fault of their own for medical or other reasons, valid documentation must be provided and discussed with the instructor. If a student who is absent has not made arrangements with the instructor in advance, he or she will receive a zero. Final Exams may be scheduled at any time during the final exam block; therefore, students should avoid making travel plans, professional or personal commitments for the duration of the exam period.

Office hours: While office hours are noted on the course outline, students are free to make an appointment with their instructor at a time that is mutually convenient. Another option is to email your question. Questions sent by email must be brief (think the length of a tweet). If it is impossible to reply with a brief response (due to the nature of the question) then you will be asked to make an appointment. Your instructor will respond to emails as quickly as possible, however, please keep in mind that this reply may be delayed when the instructor is tied up with other courses or if it is outside of work hours.

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

Support Service	Website
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](#) (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.

APA for AI: In-house citation rules will be used on all written assignments. Specifically, all sources must have an in-text citation with a direct permalink to source. e.g. (Camosun, 2023)

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.