

## Course Outline

<b>Department or Program</b>	Arts, Communications and Social Sciences		
<b>Prefix and Code</b>	PUBR 300	<b>Credits</b>	3
<b>Title</b>	Public Relations in Practice & Theory		
<b>Course Description</b>			
While the principles of public relations remain the same, the digital age requires an integrated approach which includes earned, paid, and owned media tactics to effectively build relationships with digital savvy consumers. Using real life case studies, this course helps students develop effective and measurable public relations campaigns using traditional and new media methods.			
<b>Prerequisites</b>	N/A		
<b>Co-requisites</b>	N/A		
<b>Non-Course Pre-requisite/ Co-requisite</b>	N/A		
<b>Student Learning Outcomes (max. 6)</b>			
<ol style="list-style-type: none"> <li>1. Define public relations, and become familiar with its key values and principles, including Canadian professional associations' codes of ethics</li> <li>2. Understand how convergence in the digital age affects public relations, and requires an integrated approach including owned, paid, and earned media tactics</li> <li>3. Apply the RACE model to develop effective public relations campaigns</li> <li>4. Utilize primary and secondary research methods (including qualitative and quantitative) to form campaign strategy, analyze an audience, and determine relevant channels/tactics</li> <li>5. Develop an evaluation framework using tools, methods, and metrics based on campaign objectives</li> </ol>			
<b>Main Topics</b>			
<ul style="list-style-type: none"> <li>• Introduction to Public Relations</li> <li>• Professional Associations &amp; Code of Ethics</li> <li>• Convergence &amp; Integrated Marketing Communication</li> <li>• Public Relations Vs. Marketing vs. Advertising</li> <li>• PESO Model: Paid, Earned, Shared &amp; Owned Media</li> <li>• The PR RACE Cycle</li> <li>• Public Relations Research</li> <li>• Public Relations Planning &amp; Setting Objectives</li> <li>• Communication, Channels &amp; Tactics</li> <li>• Evaluation in Public Relations</li> <li>• Writing &amp; Media Relations</li> <li>• Issues &amp; Crisis</li> <li>• PR Careers</li> <li>• Presentations &amp; Applied Group Activities</li> </ul>			
<b>Student Performance Assessments and Weighting</b>			
<b>Assessment Type</b>	<b>Count</b>	<b>Weight per Assessment (%)</b>	<b>Total %</b>
Participation	1 (assessed across the term)	15	15

Multiple choice quizzes	4	3.75	15
Midterm (Individual)	1	20	20
Applied Case Studies (Group)	2	10	20
Group Project	1	30	30

**Required Books or Materials**

1. Public Relations in the Digital Age, Canadian Edition. Tom Kelleher & Anne Marie Males. Oxford University Press (2020)

<b>Instructional Hours:</b>	In class (lecture) Hours: 20	Seminar/ Tutorial:	Lab Hours:
<b>Total Hours: 44; Total Weeks: 11</b>	Field Experience Hours:	Other (specify): <i>Online Guided Learning: 22</i>	Other Contact Hours:2
<b>*Passing Grade:</b>	Letter grade "D" or higher (>=50%) /		<b>*Grading:</b> Letter Grade
<b>*Graduation Requirements:</b>	Bachelor or AA overall CGPA = C (60%) [C in Capstone courses]	MBA overall CGPA = B (72%) [B in Capstone courses] UAP = B- (70%)	
* Consult Academic Calendar for details			

Dimensions of Knowledge:					
Depth & Breadth of Knowledge	Knowledge of Methodologies and Research	Application of Knowledge	Communication Skills	Awareness of Limits of Knowledge	Professional Capacity/ Autonomy
r	r	r	r	na	r
<b>Legend:</b> i= introduced r= reinforced m= mastered **= Strong Emphasis (postfix with i,r,m) na=not applicable					