



Faculty of Professional Studies  
Department of Communication Studies  
**PBRL1188(02) ~ Co-op Term I**  
Instructor – Sherry Donovan  
Course syllabus for Winter 2021

Course information	
Section number:	PBRL 1188.02
Course dates:	11 January – 15 April, 2021
Co-op faculty advisor:	Sherry Grant Donovan
E-mail:	Sherrydonovan40@gmail.com
Telephone:	902-497-0493
Office hours:	by appointment
Prerequisite:	PBRL 2013, 3012 COMM 2016, 2025 or permission of the department

## Our Course

### Course description

During each of your co-op terms, you will participate in course work that is designed to connect your classroom learning with your professional on-the-job training. The course work for your first co-op term is interactive. It is evenly paced out over the term and progressive in how its content is developed and delivered. PBRL 1188's online model will offer you the opportunity to share your co-op work term experiences with your peers and your co-op faculty advisor. You will also share thoughtful feedback with your colleagues and remain engaged with the university during your work term.

Your work term is more than just a job. Your co-op employer is an educational partner, giving you the opportunity to advance your academic and professional goals, adapt to change and build your confidence. Using Moodle, you will be able to articulate how you have applied your learning in the workplace. The work term submissions require you to reflect thoughtfully about examples of PR practice you have performed, experienced or observed in your workplace.

### Learning outcomes

During this semester, you will:

- Identify specific aspects of the PR practitioner's function and responsibilities.
- Articulate learning objectives relevant to your job description and career interests.
- Reflect and document your co-op work term experience.
- Communicate with other practitioners in a professional manner using an online platform.
- Receive and provide peer support as you and fellow co-op students reflect on your experience.
- Remain connected with your co-op peers and the co-operative education program even though you are not on campus.

- Engage your co-op faculty advisor throughout the work term by sharing information, providing mutual feedback, and receiving professional and academic advice and support.

## Learning technologies

We will use the Moodle platform to engage in online discussion and to submit assignments. You will find there the most up-to-date schedule of content, course resources and supplementary readings, and reminders and announcements. *Please visit the course Moodle site regularly.*

If you need any help with any of Mount Online learning technologies, please email [helpdesk@msvu.ca](mailto:helpdesk@msvu.ca) or visit [Online Learning](#). During regular business hours (AST) you may call 902-457-6538 and on evenings and weekends, call 902-457-6788.

## Learning environment

During each of your co-op terms, you will participate in course work that is designed to connect your classroom learning with your professional on-the-job training.

- You will be enrolled in a course Moodle site. You must access this site regularly. It is where you will find information about the course, the work term project and what is expected of you.
- During the work term, you will participate in a series of five forum discussions. You will post original submissions and you will read and respond to the responses of at least one other student's post and your faculty advisor's feedback.
- On or around **January 17<sup>th</sup>**, your co-op faculty advisor will post the topic and the guidelines for the first of the five discussion topics. Guidelines for subsequent discussions will follow at regular intervals based on the timelines indicated below.
- You will post your original submission based on the guidelines provided.
  - Each post will be at least 500 words long.
  - You must post your submission to Moodle by the specified time. (See a projected timeline below.)
- You **must** also respond to one other student's post and/or your faculty advisor's feedback.
  - Each response will be at least 100 words.
  - Your response should add value, for example by sharing similar examples, providing advice, or asking for clarification.
  - Your faculty advisor will not provide feedback on each submission; however, all submissions will be monitored to ensure each submission meets the requirements.

## Expectations, etiquette and privacy

- Any of the content you post to your Moodle forum will be visible to other students and the co-op faculty advisor.
- Remain professional and respectful at all times in all your writing.
- Always respect the privacy of your workplace and be careful not to include information that is personal, commercially sensitive, protected or confidential.
- The co-op faculty advisor has the right to remove any Moodle posts which do not abide by these above-mentioned expectations for respect, etiquette and privacy.

- Check and recheck your writing for grammar and spelling before you post it. (Hint: It's easier to write, proof and edit your material in a word processing program like Microsoft Word first, then copy and paste it into Moodle.)
- You must provide appropriate citations whenever you include the opinions or work of others.
- Complete your course work on your own time; do not do the work while you are in the workplace.

## Anticipated timeline

	Deadline for your original Moodle forum post (Before 11:59 p.m. AST)	Deadline for your response(s) to faculty posts (Before 11:59 p.m. AST)
1	Sunday, January 24	Sunday, January 31
2	Sunday, February 7	Sunday, February 14
3	Sunday, February 28	Sunday, March 7
4	Sunday, March 14	Sunday, March 21
5	Sunday, March 28	Sunday, April 4

## Learning supports

Your learning is at the centre of this course. The Mount as a whole is committed to supporting you as a unique learner. The university offers a variety of resources, services, strategies and practices to support learning. If you require academic accommodation please contact me and [Accessibility Services](#) as early in the term as possible. I encourage you to draw on the variety of learning supports provided by the Mount to help you in time of need and to help you continue to develop as a learner.

## Your Instructor

**Name** Sherry Donovan, BPR, MPR, MCert. HRL

**Contact** E-mail:sherrydonovan40@gmail.com  
Phone: 902-497-0493 *mobile*

### Assignments and assessment

You will receive a grade of “pass” or “fail” for your work term. To receive a grade of “pass” you will:

- receive an end of term evaluation of “satisfactory” or higher from your co-op employer;
- satisfactorily complete and **submit all assigned course work**; and
- achieve an acceptable standard of participation in your course work.

Without successfully completing all of the assigned exercises, you will not earn a pass for PBRL 1188. **A failing grade in a co-op program results in dismissal from the program.**

### Missed or late work

We will adhere to the assignment deadlines unless there are extraordinary circumstances. If you believe you will be unable to meet a deadline, discuss it with the co-op faculty advisor *in advance*. It may be possible for us to make alternate arrangements if your difficulty is a valid one.

You may be asked to re-submit your work if it does not meet the stated objectives but could receive a passing grade with requested revisions. A revised submission must be re-submitted within five days after the co-op faculty advisor returns it to

you. You will have only one chance to re-write a work term assignment. **Failure to revise the submission to a satisfactory level will result in a failing grade for the co-op term.**

If you have a question about an assessment, please contact the co-op faculty advisor by e-mail within 10 days.

## **University Advisories**

### **Assignments and Assessment**

Please also note that at MSVU we use a letter grade assessment, which will be derived from the percentages itemized above *and* the departmental policy for the assignment of grades. Furthermore, failure of any given test or assignment, or the failure to submit an assignment or write a test, constitutes failure of the course. Sustained effort is critical to your success.

### **Department writing requirement policy (undergraduate courses only)**

Correct use of language is one of the criteria included in the evaluation of all written assignments. Basic writing competency is required to pass this course. The obligation to meet the minimal standard lies with the student. If a faculty member determines that a student's basic writing competency falls below the minimum standard for the course, the student will fail the course.

### **Statement for Students with Disabilities (Policy for Accommodating)**

Students who have a disability and who require academic accommodations must register with Accessibility Services as early as possible in order to receive accommodations (<http://www.msvu.ca/accessibilityservices>).

### **Statement on plagiarism and cheating**

The University regulations on plagiarism and cheating and other academic offenses will be strictly enforced. These regulations including applicable procedures and penalties are detailed in the University Calendar and are posted on the website at [www.msvu.ca](http://www.msvu.ca) on the Current Student's Page, under Academic Offenses.

### **Statement on correct use of language**

Correct use of language is one of the criteria included in the evaluation of all written assignments.

### **Statement on course policy: missed deadlines or assignments**

Assignments are due on the assigned date and by the assigned time. Tests are administered at the scheduled time and place. Students requesting special consideration as a result of a conflict with a deadline for an assignment, test, or an examination must do so in advance of the relevant deadline. Barring extreme medical/personal issues, there are no excuses which are acceptable for late work or missed tests and examinations.

### **Statement on teaching and learning technologies**

The University wishes us to use our MSVU e-mail addresses for electronic communications. Please do so. Communication between students and professor may also happen in and through Moodle.

### **Policy Against Sexual Assault**

Mount Saint Vincent University has no tolerance for sexual assault. The Mount is committed to providing and maintaining a safe environment that promotes the dignity and well-being of the University community. The University has a strong tradition of social responsibility.

### **Statement on accommodation of religious observances**

Requests for accommodation of specific religious or spiritual observance must be presented in writing to the instructor within the first two weeks of class.

### **Statement on research ethics review**

Students who conduct research involving human participants must have their research reviewed in accordance with the MSVU Policies and Procedures of *Ethics Review of Research Involving Humans* before starting the research. Check with your course professor or Chair of the department about proper procedures.

**Use of course material** Please observe the following:

- Course material to which you are granted access in this course is only to be used for this course.
- Material that you submit as part of the requirements of this course cannot be used to complete the requirements of another course, without the express permission of the instructor of the second course. This constitutes cheating as stated in the Academic Calendar.
- Students do not have permission to upload course material to any external websites or share with others, unless expressly permitted to do so by the instructor. If you require further clarification about using materials from this course in other contexts, please contact the instructor.
- Under no circumstances are students permitted to provide anyone not registered in this course with access to the Mount Online course site established for the course.

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