

Public Relations (PBRL)

Bachelor of Public Relations

The Public Relations Program is designed to answer the need for university-educated public relations professionals in Canada. Students receive instruction in a variety of liberal arts subjects, communication techniques, public relations theories, practices and management. Graduates are qualified to take up positions in public relations, public affairs and information services in business, government, media, educational and non-profit institutions and consulting firms. Selected courses are available and delivered online .

All students must seek academic advising once admitted to the program. The Department of Communication Studies has a prescribed sequence of courses that must be followed.

Note: Students enrolled in the Bachelor of Public Relations prior to September 2001 should consult with the department regarding the requirements for completion of their program.

Admission Requirements

Please refer to 2.1.4 Admission Requirements on page 18 and 2.1.6 Additional Admission Requirements on page 21. Enrolment in this program is limited and selection is based on suitable academic background and achievement.

Transfer Requirements

Please review section 2.1.4.4 Admission Requirements for Transfer Applicants on page 20.

Special Studies

Students may count a maximum of 4.0 units of directed/independent/research studies courses in a 23.0 unit degree, with no more than 2.0 units in any single discipline.

Course Failure

if a student fails a Public Relations course twice, she or he will be dismissed from the Public Relations program.

Program Requirements

The Bachelor of Public Relations (Co-operative Education) program is designed as a full-time study program. Co-operative education requires a student to be enrolled full-time before and after each co-op term. Full-time enrolment is defined as 1.5 units per term. A student who commences the program on a part-time basis must be prepared to enrol full-time (1.5 units per term) the term prior to her/his first co-op term and must complete the program as a full-time student. Students are expected to maintain a portfolio of work completed during the public relations degree program.

Students must successfully complete 23.0 units with the following requirements:

- three compulsory co-op terms
- obtain a minimum GPA of 2.0 in 8.0 units of required coursework including all required PBRL courses
Note: Co-operative education work term courses (PBRL 1188, 2288 and 3388) cannot be counted in the calculation of the GPA
- meet all requirements for the co-operative education program

- students may complete a minor consisting of 3.0 units as specified by the department offering the minor. Students must achieve a minimum GPA of 2.0 in the required 3.0 units

Required Courses (13.5 units)

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| <input type="checkbox"/> BUSI 1112 | 0.5 unit |
| <input type="checkbox"/> BUSI 2230 | 0.5 unit |
| <input type="checkbox"/> COMM 3017 | 0.5 unit |
| <input type="checkbox"/> COMM 3022 | 0.5 unit |
| <input type="checkbox"/> MATH 2208 | 0.5 unit |
| <input type="checkbox"/> PBRL 1010 | 0.5 unit |
| <input type="checkbox"/> PBRL 1188 | 1.0 unit |
| <input type="checkbox"/> PBRL 2012 | 0.5 unit |
| <input type="checkbox"/> PBRL 2013/COMM 2013 | 0.5 unit |
| <input type="checkbox"/> PBRL 2014 | 0.5 unit |
| <input type="checkbox"/> PBRL 2015 | 0.5 unit |
| <input type="checkbox"/> PBRL 2211/COMM 2211 | 0.5 unit |
| <input type="checkbox"/> PBRL 2288 | 1.0 unit |
| <input type="checkbox"/> PBRL 3012 | 0.5 unit |
| <input type="checkbox"/> PBRL 3013/COMM 3013 | 0.5 unit |
| <input type="checkbox"/> PBRL 3014 | 0.5 unit |
| <input type="checkbox"/> PBRL 3016 | 0.5 unit |
| <input type="checkbox"/> PBRL 3020 | 0.5 unit |
| <input type="checkbox"/> PBRL 3388 | 1.0 unit |
| <input type="checkbox"/> PBRL 4014 | 0.5 unit |
| <input type="checkbox"/> PBRL 4015 | 0.5 unit |
| <input type="checkbox"/> PBRL 4019 | 0.5 unit |
| <input type="checkbox"/> PBRL 4101 | 0.5 unit |
| <input type="checkbox"/> PBRL 4107 | 0.5 unit |
|
 | |
| <input type="checkbox"/> 0.5 unit of WOMS
(<i>Women's Studies or Women's Emphasis course</i>) | 0.5 unit |
|
 | |
| <input type="checkbox"/> 0.5 unit of ENGL at the 1000 level or above | 0.5 unit |
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| <input type="checkbox"/> 8.5 units of electives | 8.5 units |
| <input type="checkbox"/> at least 3.0 units of these 8.5 units must be taken at the 3000 level or above | |
| <input type="checkbox"/> at least 4.0 units of these 8.5 units must be taken from courses within Arts and Sciences | |

Co-operative Education

Mount Saint Vincent University offers a 23.0 unit Bachelor of Public Relations degree with compulsory co-operative education. The Bachelor of Public Relations (Co-operative Education) degree is accredited by the Canadian Association for Co-operative Education (CAFCE).

Co-operative education is a process in which employers and educators co-operate in the education of students by formally integrating the student's academic program with related work experience. All students must complete three alternating co-op terms off-campus with government agencies, non-profit institutions and corporations. Studies show that co-operative education enhances the student's academic performance and facilitates the student's transition to the workplace upon graduation.

The co-operative education component involves a sequencing of normal academic terms and co-op terms. Students complete the normal academic sequence for their first 10.0 units if entering the Bachelor of Public Relations

(Co-operative Education) degree directly from high school. Students admitted to the Bachelor of Public Relations (Co-operative Education) degree with sufficient transfer credits complete the normal academic sequence for their first 5.0 units. For the second half of the program, there is an alternation of co-op terms and academic terms.

The following schedule depicts the typical Bachelor of Public Relations (Co-operative Education) program:

Year	Sept-Dec	Jan-Apr	May-Aug
1	Academic Term 1	Academic Term 2	Free
2	Academic Term 3	Academic Term 4	Co-op Term 1
3	Academic Term 5	Co-op Term 2	Academic Term 6
4	Co-op Term 3	Academic Term 7	Academic Term 8

Program Standards

Students entering the program with considerable professional public relations work experience may use the current university regulations regarding Challenge for Credit found on page 25 to challenge PBRL 1188. Once admitted to the program, students considering this option must consult the academic department to determine eligibility.

Before the first co-op work term, students must meet these prerequisites:

1. a 2.0 CGPA at the end of the academic term prior to the job search*
2. normally completion of 10.0 units
3. successful completion of PBRL 2013, 2014, 2015, 3012

*Students who do not meet the 2.0 CGPA requirements for co-operative education but have more than 7.5 units of transfer credits, or grades from courses completed more than five years ago, may request an individual review of their transcripts by the department Chair who may approve admission.

Once you have accepted a co-op term, there are three possible grades for co-op terms:

- P Pass. Student continues academic study.
 NCR No credit, repeat. Normally, a student may receive only one NCR grade and remain in the degree program.
 F Fail. A failing grade in a co-op term results in dismissal from the program.

For additional information, refer to page 199 and to the co-operative education section online at msvu.ca/co-op.

Professional Concentration in French

Public Relations students have the opportunity to pursue a 3.0 unit concentration in French. Students must fulfill the following requirements:

- 3.0 units of French language courses (excluding FREN 1101 and 1102)

Professional Concentration in Spanish

Public Relations students have the opportunity to pursue a 3.0 unit concentration in Spanish. Students must fulfill the following requirements:

- SPAN 1101, 1102, 2201, 2202, 3301 and 3302

Students completing SPAN 2202 may write the internationally recognized Spanish examination prepared by the Spanish Ministry of Education and receive the *Initial Certificate (Certificado Inicial)*. Students completing SPAN 3302 may write the Spanish examination prepared by the Spanish Ministry of Education and receive the *Basic Diploma (Diploma Basico)*.

Courses

Note: The Bachelor of Public Relations program is designed as a full-time program of study. All courses listed below have a professional studies classification, unless cross-listed with an arts or science discipline.

PBRL courses are open only to students who have been formally admitted to the Bachelor of Public Relations program and, with limited restrictions, to students in the BSc (Science Communication) program. Students who have formally declared a Minor in Communication Technology with the Registrar's Office may take approved courses within the minor.

PBRL 1010 Foundations of Public Relations 0.5 unit

Prerequisite: Admission to the BPR program or admission to the BBA program with 5.0 units completed
 An introduction to public relations as a professional discipline. The course includes a survey of the historical evolution of the field, foundational theories, an exploration of publics, and an introduction to the process of strategic planning.

PBRL 1188 Co-op Term I 1.0 unit

Prerequisite: Completion of professional development program delivered by the Co-op Office. Completion of courses prescribed by the Department of Communication Studies course sequence (PBRL 2013, 2014, 2015, 3012) or permission of the department.

A 14-16 week term of full-time paid career-related experience in an organizational setting: corporate, non-profit or government. Students will work with industry professionals who provide feedback to the University on the student's performance and development. The student will be required to set learning objectives, submit a work term report and participate in a return-to-campus/debriefing session. Evaluation for the successful completion of the co-op term is based on learning objectives, a work site visit, an employer evaluation and a satisfactory work term report.

PBRL 2012 Public Relations Writing: Theory and Practice 0.5 unit

An examination of public relations writing and the applications. Audience analysis, messages and their effects, and the tools used to research and write are examined within a framework of setting objectives. Students will learn to write news releases, short features and profiles. *This course includes a lab component.*