



Faculty of Professional Studies
Department of Communication Studies
PBRL1188(01) ~ Co-op Term I

Instructor – Roy Jamieson
Course syllabus for Summer 2020

Course information	
Section number:	PBRL 1188.01
Course dates:	4 May - 21 August, 2020
Co-op faculty advisor:	Roy Jamieson
E-mail:	roy.jamieson@msvu.ca
Telephone:	902-223-5342
Office hours:	By appointment
Prerequisite:	PBRL2013, PBRL3012, COMM2016, COMM2025 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. Our online model for PBRL1188 offers 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 project requires you to reflect thoughtfully — bi-weekly within a structured context — about examples of PR practice you have performed, experienced or observed in your workplace.

“Reflection is the way in which we examine our experiences and draw lessons from them.”¹ While you will learn by “doing” throughout your co-op work term, you will also learn by thinking about what you did, how you did it, what the experience was like and how you might do it differently. The 1188 course work will prompt and reinforce this process of reflection.

¹ Kolb, D. A. (1984) *Experiential Learning: Experience as a Source of Learning and Development*. Prentice Hall.

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.
- Understand and apply the concepts you were taught in your public relations courses.

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 or visit [Online Support](#). During regular business hours (AST) you may call 902-457-6538 and on evenings and weekends, call 902-457-6788.

Learning environment

During your co-op term, 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 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 your faculty advisor.
- On or around **1 June**, 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 two or three-week intervals.
- You will post your original submission based on the guidelines provided.
 - Each post will be at between 500 and 600 words in length.
 - You must post your submission to Moodle by the specified time. (See a projected timeline below.)
- You must also respond to the post(s) of at least one other student.
 - 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 may also respond to your submissions.

Expectations, etiquette and privacy

- Any of the content you post to your Moodle forum is 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 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.
- Whenever you include the opinions or work of others be sure to cite correctly.
- Complete your course work on your time, not in the workplace.

Anticipated timeline

	Deadline for your original Moodle forum post (Before 11:59 p.m. AT)	Deadline for your response(s) to others (Before 11:59 p.m. AT)
1	Sunday, 7 June	Sunday, 14 June
2	Sunday, 21 June	Sunday, 28 June
3	Sunday, 5 July	Sunday, 12 July
4	Sunday, 19 July	Sunday, 26 July
5	Sunday, 9 August	Sunday, 16 August
Note: The start of your work placement may be delayed due to the current pandemic. Assignments may be adjusted to accommodate for this.		

Learning supports

Your learning is at the centre of this course. MSVU 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 [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 continue to develop as a learner. Please see Appendix A for additional information on the list of free and confidential services available at our university.

Your instructor

Name	Roy Jamieson BA MPR
Teaching approach	My goal is to encourage learning by helping you to expand your critical thinking skills. I welcome open, respectful, and informed discussion and debate. You should expect a learning environment where your participation is encouraged and valued, and where you are free to question and explore new ideas.
Contact	E-mail: roy.jamieson@msvu.ca Phone: 902-223-5342 <i>mobile</i>
Communication	As the campus remains closed during the current pandemic, I will not maintain regular office hours; however, I am available for phone or video appointments. If you would like to discuss any aspect of your learning, please contact me by e-mail at roy.jamieson@msvu.ca or by phone or text (902-223-5342).

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

Our Journey

Expectations

You can expect the following from me as your instructor in this class:

- I will communicate clearly and will post information on time.
- I will maintain a respectful discussion environment that encourages learning for all students.
- I will provide grades and feedback within ten days of submission. (If you have a question about the way you have been assessed, please contact me within 10 days after the assignment is returned.)

I expect the following from you as a student in this class:

- You will submit required assignments and responses on time.
- You will attend and engage in all of our required activities, and notify me in advance if you cannot meet a deadline.
- You will prepare by reading all the assigned materials and being ready to engage fully in activities and discussions.

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.

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 revisions. Revised work must be 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.**



You must complete all of the assigned exercises to earn a pass for PBRL 1188. A failing grade in a co-op program results in dismissal from the program.

University advisories

- Writing policy and use of language** *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.
- Academic integrity** You play a vital role in contribution to and maintaining the culture of academic integrity expected of everyone at MSVU. 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 Department notice boards and on the Mount website at www.msvu.ca on the Current Students page under [Academic Offenses](#). It is your responsibility to make yourself familiar with these regulations and consequences.
- Research ethics** Students who conduct research involving human participants must have their research reviewed in accordance with the [MSVU Policies and Procedures for Ethics Review of Research Involving Humans](#) before starting the research. Check with your course professor or Chair of the Department about proper procedure.
- 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.
- Accommodations** If you have a disability and require academic accommodations, you should register with [Accessibility Services](#) as early as possible in order to receive accommodations.
- 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.

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The Mount Teaching and Learning Centre and Online Learning (2018). *Mount Saint Vincent University Course Outline Template*. Mount Saint Vincent University: Halifax, Nova Scotia. Template last revised March 2018.



Appendix A – Student Services

<p><u>Aboriginal Student Centre</u> 45 Melody Drive (902) 457-6228 aboriginalcentre@msvu.ca</p>	<p>The ASC strives to provide an opportunity to empower, encourage, and educate students of all nations in an environment rooted in Indigenous cultures and values. The ASC offers the opportunity to learn more about Aboriginal culture, while providing a place to study and hang out.</p>
<p><u>Academic Advising</u> Dean's Office - Seton 302 (902) 457-6400 advising@msvu.ca</p>	<p>Our academic advisors are here to help you plan for success. Whether mapping out your degree or helping you choose a major, minor, or concentration, your academic advisors are available to help at any point along your journey.</p>
<p><u>Accessibility Services</u> EMF 127-G (902) 457-6567 accessibilityservices@msvu.ca</p>	<p>The Mount's Accessibility Services team is dedicated to adapting the academic environment for students who require accommodations to assist them in reaching their full academic potential.</p>
<p><u>Africentric Support Group</u> Evaristus C405 (902) 457-5547 africentricsupport@msvu.ca</p>	<p>The ASG works to infuse Africentricity into the educational experience of our Black student population. It offers students a safe space to meet new people, participate on campus, and learn more about themselves and others.</p>
<p><u>Career Services</u> McCain 306 (902) 457-6139 careerplanning@msvu.ca</p>	<p>We offer a variety of career-related services for students, employers and faculty. Whether you need help making a career decision, job searching, or are wondering what you can do with your degree, we can help you plan a realistic career path.</p>
<p><u>Counselling Services</u> EMF 127-G (902) 457-6567 counselling@msvu.ca</p>	<p>Our Counselling Services team provides free personal and academic counselling to any registered Mount student in a relaxed and confidential environment. Visit Oscar, the Mount's therapy dog, every Thursday from 2-3 in the Library.</p>
<p><u>Financial Aid</u> Evaristus 207-E (902) 457-6351 financial.aid@msvu.ca</p>	<p>Our goal in the Financial Aid office is to make your educational journey a little easier to understand by directing you to the information you need. We can provide assistance with everything, from budgeting to bursaries!</p>
<p><u>Financial Services</u> Evaristus 206 & 211 (902) 457-6277 financial.services@msvu.ca</p>	<p>At the Mount, we recognize the challenges that students face when funding their education. That is why our tuition fees are among the lowest in NS. Don't let a lack of financial resources stop you! There are many ways to help pay for your education, including scholarships, bursaries, and government loans.</p>
<p><u>Health Office</u> (902) 457-6354</p>	<p>The Health Office and its physicians are committed to treating all visitors with the respect and confidentiality expected from any health care professional.</p>
<p><u>International Education Centre</u> Seton Annex (902) 457-6488 international@msvu.ca</p>	<p>The Mount's International Education Centre offers personal, academic, cultural, and immigration advising to international students and any student or faculty wishing to study, research or conduct projects abroad. The IEC is also home to the university's English as an Additional Language Programs.</p>

<p><u>IT&S Help Desk</u> EMF, 1st Floor (902) 457-6538 accessibilityservices@msvu.ca</p>	<p>There are many technology services available for students including Wi-Fi, student webmail with calendar, access to over 200 computers, as well as classrooms equipped with networked computers, video players, LCD projectors, and sound.</p>
<p><u>Learning Strategist</u> EMF 127-F (902) 457-6567 learning.strategist@msvu.ca</p>	<p>It is common for students to be surprised about academic expectations and the level of independent learning required in university. The Learning Strategist can help with managing time, getting organized, setting goals, study skills, and more!</p>
<p><u>Library</u> EMF (902) 457-6250 library@msvu.ca</p>	<p>The Library's team of dedicated staff are here to offer you quality public services and academic information resources designed to meet the teaching, learning, and research needs of the Mount Community.</p>
<p><u>Print Shop</u> Seton 330 (902) 457-6135 print.shop@msvu.ca</p>	<p>The Mount Print Shop is a full-service, in-house print shop. We are dedicated to supporting faculty, staff, students, and the extended Mount community with high-quality, confidential, and expedited print services.</p>
<p><u>Registrar's Office</u> Evaristus 204/207 (902) 457-6117 registration@msvu.ca</p>	<p>The Registrar's Office is involved in all aspects of academic life, including: admissions, enrolment, retention, exams, convocation, and academic policies. We are here to help guide you through your academic career.</p>
<p><u>Residence Life</u> Evaristus 201-A (902) 457-6356 rez.life@msvu.ca</p>	<p>Living in residence will add a whole new dimension to your university years! Apart from the convenience of living close to all campus resources, you will also have the opportunity to become more involved in campus life.</p>
<p><u>Writing Centre</u> EMF 205 (902) 457-6567 writing@msvu.ca</p>	<p>The Writing Centre offers bookable individual appointments with experienced tutors for help with all written assignments, such as presentations, slides, speeches, posters, and all aspects of paper writing.</p>