

Course outline Summer term 2018

Course information	
Course number:	PBRL 1188.01
Course dates:	May 7 - August 17, 2018
Faculty advisor:	Sherry Donovan
E-mail:	Sherry@nshba.ns.ca
Telephone:	902-497-0493 (mobile)
Office hours:	By appointment
Prerequisite:	PBRL 2013, 2014, 2015, 3012 or permission of the department

Overview

The course work for your first co-op term will connect your classroom learning with your professional on-the-job training. The course work is interactive. It is evenly paced out over the term. And it is 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, provide thoughtful feedback to your peers and remain engaged with the university during your work term.

Using the Moodle delivery platform, you will be able to articulate how you have applied your classroom learning in your employer's workplace. A large component of this work term project will require you to thoughtfully reflect — bi-weekly within a structured context — about what specific PR functions you have performed or experienced throughout your co-op work term. "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.

Objectives

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
- Document bi-weekly reflections throughout your co-op work term experience
- Communicate through an online mode in a professional manner
- Receive and provide peer support as you and your peers comment on each other's discussions
- Remain connected with your co-op peers and the co-operative education program even though you are not on campus (particularly important while you complete your first work term)
- Have ongoing access to your co-op faculty advisor throughout the duration of your co-op work term by receiving his/her advice, support and insight

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

- Expand on the concepts you were taught in your public relations courses, notably PBRL 2014 (Organizational Context of Public Relations)

Required course content

Given the experiential, workplace focus of PBRL 1188, there are three crucial elements. These elements apply across the whole cohort, regardless of the employer organization or the specific nature of the student's co-op position. The three components are:

- a completed and approved learning objectives document;
- an up-to-date resume; and
- a specific job description for the employer's current position.

The Moodle discussion

- You will access a course Moodle site where you will participate in periodic forum discussions and comment on your peers' online posts.
- Beginning on or around **May 24th**, your faculty advisor will post the guidelines for the first of five discussion topics in which you will participate during the term.
- You will post an original submission to the forum every two weeks based on the specified discussion topic.
 - Each post will be at least 500 words long.
 - You must post your submission to Moodle by the specified date at 11:59 p.m. Atlantic Standard Time. (See an anticipated timeline below.)
- You are also required to comment on other students' posts as assigned.
 - Each comment will be at least 100 words.
 - You may comment on more than one post.
 - The purpose of commenting is to share similar examples, provide advice, give support and tips related to the discussion posts and add value to the post/topic.
- Feel free to respond to the comments your peers make on your posts as well.

Expectations, etiquette and privacy

- All co-op students and the co-op faculty advisor will see each other's discussion posts and comments.
- The co-op faculty advisor may comment on posts as well.
- Remain professional and respectful at all times when writing your posts and when commenting on your peers' posts.
- Avoid using real names in your posts and be sure to respect the privacy of your workplace colleagues (e.g., use generic job titles or "my colleague" rather than "Jane").
- Check and recheck for grammar and spelling before you post your discussion responses and comments. (Hint: It's easier to write, proof and edit your material in a word processing program like Microsoft Word first, then post it to Moodle.)
- You must provide appropriate references in your posts or comments should you make any statements of fact not widely known, or whenever you cite the opinions or work of others.
- Complete your course work on your own time; do not complete the task while you are on the job in the workplace.

Anticipated timeline

Below is the anticipated timeline for the five Moodle forum discussions.

	Deadline for your original Moodle forum post (Before 11:59 p.m. AST)	Deadline for your response(s) to other student posts (Before 11:59 p.m. AST)
1	Sunday, June 3	Sunday, June 10
2	Sunday, June 17	Sunday, June 24
3	Sunday, July 1	Sunday, July 8
4	Sunday, July 15	Sunday, July 22
5	Sunday, July 29	Sunday, August 5



You will receive the topic for your first discussion board submission, along with more detailed guidelines about preparing your submissions, on or before **May 28th**.

Evaluation and deadlines

All assignments must be submitted. We will adhere to the assignment deadlines unless there are extraordinary circumstances. Late assignments will lose 20% per day starting on the day that they are late. If you believe you will be unable to meet a deadline, discuss it with me *in advance*. It may be possible for us to make alternate arrangements if I am satisfied that your difficulty is a valid one.

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

- Have received an evaluation of “satisfactory” or higher from your co-op employer; and
- Achieve an acceptable standard of participation in the online work term discussion forum.

Nominal grades may be assigned for each submission to allow you to assess your progress. Students may be asked to re-submit a post 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 seven days after the 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 faculty advisor by e-mail within 10 days.



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.

Writing competence

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.

Teaching and learning technologies

The University wishes us to use our MSVU e-mail addresses for electronic communications. Your MSVU e-mail address will be the primary means by which the faculty advisor will contact you with critical communication. Communication between students and professor may also happen in and through Moodle. **It is your responsibility to monitor both your MSVU e-mail and the course Moodle site regularly and to stay on top of all course requirements.**

Citing and referencing the work of others

Adhere to the guidelines of the American Psychological Association for preparation of academic papers. The complete APA guide is always on reserve in the library or you can refer to the précis on the Library's web site at <http://www.msvu.ca/site/media/msvu/StyleGuide.apa6.pdf>. A quick Google® search will turn up lots of other web sites that provide excellent explanations and examples of APA style.

Academic integrity

University regulations on plagiarism and cheating and other academic offences will be strictly enforced. These regulations, including applicable procedures and penalties, are detailed in the University Calendar and are posted on Department notice boards as well as on the website at www.msvu.ca on the Current Students page under Academic Offences.

Persons with disabilities

If you have a disability and require academic accommodations you must register with Accessibility Services as early as possible in order to receive accommodations. (www.msvu.ca/accessibilityservices).

Accommodation of religious observance

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

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. Please review the full policy here:

<http://www.msvu.ca/en/home/aboutus/emergencyproceduresguide/sexualassault.aspx>