

## Course outline Summer term 2018

Course information	
Course number:	PBRL 2288.01
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 2015, 3012, 3013, 3014, COMM 3022 or permission of the department

## Overview

As you begin your second co-op work term, it will be important to think about how you can further develop your public relations skills. During this term you should seek opportunities to develop and apply your strategic thinking skills within the context of your co-op position.

Building on theory learned in PBRL 3014, the assignments for PBRL 2288 will provide you with an opportunity to reflect upon the application of communication theory in the workplace. During the semester you will:

1. use Moodle to take part in discussions about public relations practice with your colleagues and your faculty advisor; and
2. submit an individual case study which focuses on a particular project, issue, product or activity in which you were involved, or which you observed during your time in the workplace.

## 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
- Demonstrate your understanding of communication theory by applying it to your observations of workplace practice
- Periodically document reflections throughout your co-op work term experience
- 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

## The Moodle discussion

You will actively engage with your co-op faculty advisor and other students throughout the work term using the Moodle platform. You will reflect upon your experiences and share your thoughts through forum posts. You will also respond to the posts made by other students.

- You will participate in at least one live Collaborate audio workshop with your advisor and other students to discuss your objectives for the term.
- On three occasions during your work term, the faculty advisor will post a new topic to the Moodle discussion forum. You will have at least five days to upload your original submission to the forum.
  - Each post will be at least 300 words long.
  - You will upload your post by the date and time indicated. (See the anticipated timeline below.)
- Following your own submission, you must comment on at least one other student's post within seven days.
  - 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 post and add value to the post/topic.
  - Feel free to also respond to the comments your peers make on your posts.

## Expectations, etiquette and privacy

- Remain professional and respectful at all times when writing your submissions 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 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 an anticipated timeline for the three bi-weekly forum discussions.

	<b>Deadline for your original Moodle forum post (Before 11:59 p.m. AST)</b>	<b>Deadline for your response(s) to other student posts (Before 11:59 p.m. AST)</b>
1	Sunday, June 3	Sunday, June 10
2	Sunday, June 24	Sunday, July 8
3	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 20<sup>th</sup>**.

## The case study

On or before **August 12<sup>th</sup>**, you will complete and submit a case study of about 1500-2000 words (six to eight pages; not including contents, references or appendices) drawn on your experience or your observation of a project, program or issue in your workplace. This assignment provides you with an opportunity to develop the report-writing skills necessary in today's workplace. Academically, it is your opportunity to analyze and reflect on a specific case of public relations practice. You will analyze your case in the context of what you have learned in the classroom about public relations.

In the case study, you will:

- Discuss how public relations is practiced in an organizational context, with reference to a specific case.
- Analyze your case fully by identifying its communication objectives, drawing on public relations theory and/or historical precedents, and showing how success is or could be evaluated.
- Draw sound conclusions and make feasible and valid recommendations that may be applicable to future cases.



You will receive more detailed guidelines about preparing your case study by participating in one **Collaborate Live** seminar. The seminar will be held on or around **July 9<sup>th</sup>**. Times to be confirmed.

## 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. **Without successfully completing all of the assigned exercises, you will not earn a pass for PBRL 2288.**

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;
- Satisfy at least the minimum standard of participation in the online work term discussion forum and
- Achieve a passing grade in the case study assignment.
- Nominal grades may be assigned for each submission to allow you to assess your progress.
- You may be asked to re-submit a post or the case study paper 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.

- Submissions are to be made digitally through Moodle by 11:59 p.m. on the specified due dates.

**A failing grade in a co-op program results in dismissal from the program.**

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

## 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](http://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](http://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>