



Faculty of Professional Studies
Department of Communication Studies
PBRL3388(01) ~ Co-op Term III

Instructor – Roy Jamieson
Course syllabus for Summer 2020

Course information	
Section number:	PBRL 3388.01
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:	PBRL3012, PBRL3013, PBRL3014, COMM2016, COMM3023 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. In your third and final co-op term, you will have an opportunity to assess your professional competencies and how they have evolved over the course of your work experience. You will also have the opportunity to reflect on what you have learned about professional public relations practice and what it tells you about your career options, your future as a practitioner, and/or your opportunities for further academic growth.

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.

All of the academic assignments for the work term project this semester progress to the development of a professional portfolio. Typically presented in digital format, the portfolio is a 'toolbox' "that a learner has collected, selected, organized, reflected upon and presented to show understanding and growth over time."¹

Learning outcomes

During this semester you will:

- Reflect upon what you have learned in the course of your three co-op work terms.

¹ Barrett, H. (2006). Using electronic portfolios for formative/classroom-based assessment. *The REFLECT Initiative: Researching electronic folios: Learning, engagement and collaboration through technology*. Submitted to *Connected Newsletter*.

- Demonstrate how your knowledge and competencies have evolved during that period.
- Engage your co-op faculty advisor throughout the work term by sharing information, providing mutual feedback, and receiving professional and academic advice and support.
- Build upon strategies learned in class to expand your experience with visual design and website software.
- Learn how to manage your online presence and reputation.
- Reflect upon how you stand out from other PR students and graduates who are searching for similar positions upon graduation.
- Demonstrate your strategic thinking and planning skills.
- Identify and build your own personal or professional brand.

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

There are three parts to the portfolio project. You will:

1. develop an outline of your portfolio and the rationale behind the proposed content in your portfolio;
2. prepare a primary item to be included in your portfolio, i.e. a personal statement or profile; and
3. build and present your completed portfolio.

Your portfolio contains work samples that highlight your skills, abilities, accomplishments and the scope of your experience. It demonstrates the growth, refinement and diversity of the competencies you acquired during your three co-op work terms, through your academic learning, and other related work and volunteer experiences. It is a tool you can sustain over time, continually updating it with new information and products that you have developed. A strong portfolio may help you as you seek employment opportunities or build a professional reputation; however you will complete this assignment whether or not you expect to use it in that way.

Reflecting on your work is a critical component of the portfolio project and co-operative education as a whole². A key aspect is “your reflection on the evidence, such as why it was chosen and what you learned from the process of developing” your portfolio.³

² Bender, C.J., Daniels, P., Lazarus, J., Naude, L., and Sattar, K. (2006). *Service-learning in the curriculum: A resource for higher education*. Pretoria: The Council on Higher Learning.

³ Barrett, H. (2010). Balancing the two faces of ePortfolios. *Educação, Formação & Tecnologias*. 3 (1), 6-14.

Expectations, etiquette and privacy

- Remember that, depending on the platform you choose, your portfolio may be accessed by third parties.
- Always respect the privacy of your workplace and be careful not to include information that is private, commercially sensitive, protected or confidential.
- Check and recheck for grammar and spelling before you submit your content. Even simple errors in a portfolio can damage your credibility.
- Complete your course work on your own time and not while you are in the workplace.

Anticipated timeline

The portfolio project will consist of the following elements.

Outline (*due Sunday, 14 June*)

You will develop an outline of your portfolio which you will submit to your co-op faculty advisor using the “Assignment” tool in Moodle. Begin this process by brainstorming projects and tasks that you feel you might use in your portfolio (e.g.: start an inventory of what you will be including). When preparing your outline you will consider:

- What makes a portfolio effective?
- What is the best way to structure your portfolio?
- What are current best practices for portfolios?

Sample profile (*due Sunday, 12 July*)

Submit one item that you intend to include in your portfolio and submit this to your co-op faculty advisor using the “Assignment” tool on Moodle. The item will be in the form of personal profile that could:

- Introduce you to a prospective employer or client
- Address your professional goals and objectives
- Outlines what you will bring to the employer or client
- Defines your personal or professional brand

Final portfolio (*due Sunday, 9 August*)

Submit your final portfolio product. Send your portfolio URL or digital files to your co-op faculty advisor using the Moodle assignment centre. After assessing your work, the advisor may ask you to make corrections or revisions and resubmit your portfolio within an agreed timeframe.

There will also be two live **Collaborate Blackboard seminars** to help you develop your portfolio. These will be scheduled to accommodate student schedules on or around the first week of June and the first week of July.

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	<p>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).</p> <p>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.</p>

Our Journey

Expectations	<p>You can expect the following from me as your instructor in this class:</p> <ul style="list-style-type: none">• 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.) <p>I expect the following from you as a student in this class:</p> <ul style="list-style-type: none">• 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.
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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 3388. 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>