

PBRL1199: *Work experience I*

Course syllabus - Summer 2024

| Course information | |
|--------------------|--|
| Section number: | PBRL 1199.01 |
| Course dates: | 6 May – 16 August 2024 |
| Location: | Online, asynchronous delivery |
| Faculty advisor: | Roy Jamieson BA MPR |
| E-mail: | roy.jamieson@msvu.ca |
| Telephone: | 902-223-5342 |
| Office hours: | By appointment |
| Prerequisite: | Completion of 9-11 units of course work |

Our course

During each of your work experience terms, you will participate in course work that is designed to connect your classroom learning with your professional on-the-job training. This work term project encourages you to reflect on your growth as both a student and practitioner of public relations. You will consider your work term experience as a whole and define what it taught you about contemporary PR practice. You will have the opportunity to share your work experience with your peers and your faculty advisor. You will also share thoughtful feedback with your colleagues and remain engaged with the university during your work term.

Your work experience is more than just a job. Your 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 forum submissions require you to reflect thoughtfully about examples of PR practice you have performed, experienced or observed in your workplace.

Objectives

By the end of this course, you will be able to:

- identify specific aspects of the PR practitioner's function and responsibilities;
- articulate learning objectives relevant to your work experience job description and career interests;
- reflect and document your work experience term learning;
- communicate with other practitioners in a professional manner using an online platform;
- receive and provide peer support as you and fellow work experience students reflect on your learning;
- remain connected with your work experience peers and the work experience program even though you are not on campus; and
- engage with your faculty advisor throughout the work experience term by sharing information, providing mutual feedback, and receiving professional and academic advice and support.

Our learning



We will use our [Moodle home page](#) 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. Remember to visit the Moodle site regularly for the most up-to-date information about the course.



We will meet once using the Class Collaborate platform. You'll find the link on our course Moodle page. Log into the class before the scheduled start time and be prepared to participate fully using your webcam and microphone.



The University asks us to use our MSVU e-mail addresses for electronic communications.

If I need to communicate with you by e-mail, I will use your Mount Outlook account. Please be sure to check your e-mail regularly.

Learning environment

During your work experience, you will participate in course work that is designed to connect your classroom learning with your professional on-the-job training.

- **Seminar** - Early in the semester, we will come together for a short Collaborate seminar to discuss your work experience and our expectations going forward.
- **Check-in** – Midway through the term, you'll update your colleagues and faculty advisor about your experience by sharing your story in a Moodle blog. You'll also respond to the submissions of your colleagues.
- **Report** - At the conclusion of the work term, you will reflect on your personal growth as both a student and a practitioner of public relations by completing a written essay or "work term report." This report will encourage you to look at your work experience term as a whole and what that experience has meant to you.
 - The report will be between 2500-3000 words or about 10 pages in length (not including title page, table of contents, executive summary or references or other appendices).
 - Through this reflective process you consider, what have you learned about the practice of public relations? What have you learned about yourself? How has the experience influenced your career goals? How has the experience informed your academic studies?
 - Here are general outcomes for the work experience program that might help to prompt your reflective process:

| Academic Outcomes | Professional Outcomes | Personal Outcomes |
|--|--|---|
| <i>You will develop:</i> <ul style="list-style-type: none"> ✓ the ability to integrate classroom theory with workplace practice ✓ greater clarity about your academic goals ✓ academic motivation | <i>You will develop:</i> <ul style="list-style-type: none"> ✓ clarity about your career goals ✓ understanding of workplace culture ✓ workplace competencies ✓ new or advanced skills | <i>You will develop:</i> <ul style="list-style-type: none"> ✓ greater maturity ✓ understanding of your strengths and weaknesses ✓ your interpersonal skills ✓ your lifelong learning skills |

- We will discuss the full guidelines for the report during our Collaborate seminar.

Projected timeline

Following are the proposed dates for our activities for this term. Any changes or updates can be found on the course Moodle page.

| | Original submissions/activities | Respond to others |
|---|--|--------------------|
| 1 | Thursday, 30 May – <i>Collaborate seminar</i> (time TBC) | |
| 2 | Thursday, 4 July – <i>Work experience blog post</i> | Wednesday, 10 July |
| 4 | Thursday, 15 August – <i>Work term report</i> | |

Etiquette and privacy

- Any of the content you post to your Moodle blog is visible to other students and the faculty advisor. The work term report will be seen only by your faculty advisor.
- Always remain professional and respectful in 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 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 own time, not on your employer's time.

Learning supports

If you need any help with any of Mount Online learning technologies, please email helpdesk@msvu.ca or visit [Online Learning](#).

The university offers a variety of resources, services, strategies and practices to support learning. If you require academic accommodation please contact me and [Accessibility Services](#) as early in the term as possible. A list of other student support services is available at: www.msvu.ca/campus-life.

Your faculty advisor

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 an environment where your participation is encouraged and valued, and where you are free to question and explore new ideas. I am always open to your feedback, ideas and recommendations to improve your learning experience.

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 10 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.

Contact

I encourage you to get in touch at any time you need assistance, feedback or just a sounding board about your learning or professional practice. We can set a time to meet by phone or online. Contact me by phone or text at 902-223-5342 or by e-mail (roy.jamieson@msvu.ca).

Tracking our progress

I will strive to provide feedback to help you to identify your major learning strengths and current learning needs. My aim will be to focus on efforts you might make to take the next steps towards advancing your learning and to provide you with a manageable path forward.

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 employer;
- satisfactorily complete and submit all assigned course work; and
- achieve an acceptable standard of participation in your course work.

Without successfully completing all of the assigned exercises, you will not earn a pass for PBRL 1199.

A failing grade in a work experience program results in dismissal from the program.

University advisories

Missed deadlines or assignments

All assignments must be submitted and achieve a satisfactory standard in order to successfully complete PBRL 1188. 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 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 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 course.**

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 contributing 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 under Academic Offenses. It is your responsibility to make yourself familiar with these regulations and consequences.

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.

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.

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.

