

PBRL 2288 (02) Co-op Term II
Course Outline
Winter 2026

Course information	
Course dates:	January 7 to April 10, 2026
Location:	Online, asynchronous delivery
Co-op faculty advisor:	Dr. Tracy Moniz, PhD
E-mail:	Tracy.Moniz@msvu.ca
Office hours:	By appointment (email to schedule a meeting)
Prerequisite:	Completion of professional development program delivered by the Co-op & WIL Centre. Completion of courses prescribed by the Department of Communication Studies course sequence (PBRL 3012, 3013, 3014, COMM 2016, 3023) or permission of the department.

Our course

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. The course work for this term encourages you to seek opportunities to develop and apply your strategic thinking skills within the context of your co-op position and allows you to articulate those skills in online discussion with your peers and by developing a case study.

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. The coursework for PBRL 2288 require you to reflect upon the application of communication theory in the workplace. During the semester, you will use Moodle to take part in discussions about public relations practice with your peers and/or your co-op faculty advisor. You will also submit an individual case study in which you will use theory and/or precedent to analyze a particular project, issue, product or activity that you were involved in or that you observed during your time in the workplace.

Course 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 job description and career interests.
- Reflect on 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 your 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

Our learning



We will use our Moodle site to engage in online discussion and to submit assignments. There, you will find the most up-to-date schedule of content, course resources and supplementary readings, as well as reminders and announcements. Remember to visit the Moodle site regularly to stay updated on the course.



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. Please communicate with me using only your MSVU email.

Learning supports

If you need help with any of Mount Online learning technologies, please email helpdesk@msvu.ca or visit [Online Learning](#). During regular business hours (AT), you may phone 902-457-6538. On evenings and weekends, phone 902-457-6788.

Learning activities

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.

- **Discussions:** During the work term, you will participate in three forum discussions in Moodle. For each forum, the faculty advisor will post content for you to consider and comment on in your post. You will share original posts and respond to your peers' posts. The requirements for each of the forum discussions are as follows:
 - An original post must be between 400 and 500 words.
 - You must respond to the original posts of at least two other students. Each response must be at least 100 words. Your response should add value—for example, by sharing similar examples, providing advice, or asking for clarification.
 - You should also read and respond to the comments of those who respond to your content.
 - Post your original comments and responses by the deadline in the schedule below.
- **Case study:** At the end of the work term, you will develop a case study. This assignment is an opportunity for you to reflect on and analyze a specific case of public relations practice that you have experienced or observed in the workplace during this second co-op term. The case study is a written report of 1,500-2,000 words that draws 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. See the course Moodle page for additional assignment details.

Schedule

The following schedule outlines the deadlines for completing the required coursework. Any changes or updates can be found on the course Moodle page.

Forum Topics	Forum opens	Post an original response (by 11:59 p.m. AT)	Deadline: Response to peers' posts (by 11:59 p.m. AT)
1	Monday, January 19	Friday, January 23	Friday, January 30
2	Monday, February 9	Friday, February 13	Friday, February 20
3	Monday, March 2	Friday, March 6	Friday, March 13
Case Study	Deadline		
	Submit case study via Moodle by Thursday, April 2 at 11:59 p.m. AT		

Etiquette and privacy

- Complete your coursework on your own time, not on your employer's time.
- Any content you post to the Moodle forum will be visible to other students and to the co-op faculty advisor. Only the faculty advisor will read your case study.
- Always remain professional and respectful in your writing, including in discussions with peers.
- Always respect the privacy of your workplace. Be mindful not to include information that is personal, commercially sensitive, protected, or confidential.
- The faculty advisor has the right to remove any Moodle posts that do not abide by these above-mentioned expectations for respect, etiquette, and privacy.
- Copyedit (i.e., for grammar and spelling) before you post to the forum discussion.
- Provide appropriate citations whenever you include the opinions or work of others. Use APA 7.

Use of Artificial Intelligence Tools in this Course

In this course, you are permitted to use AI tools only in ways that support your learning, do not replace original work, and are fully transparent. Any use of AI must be consistent with the university's academic integrity regulations.

Acceptable Uses

AI may be used for the following purposes, provided disclosure is made:

- Assisting with accessibility, such as transcription (i.e., to transcribe your own ideas)
- Drafting an outline for the case study assignment
- Checking spelling and grammar in material that you have written
- Formatting citations in APA style

Prohibited Uses

AI use is not permitted for:

- Writing original forum posts or replies to your peers' forum posts in Moodle – It is unacceptable to use AI tools to impersonate yourself in classroom contexts, such as by using an AI tool to compose a post or response to a discussion forum on Moodle.
- Writing the case study assignment
- Generating fabricated sources, data, or references

If you have questions about what constitutes acceptable use of AI tools, please consult with the instructor. You must cite any use of AI tools. Failure to disclose AI use, or using AI in prohibited ways, will be considered academic misconduct and may result in penalties.

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

Expectations

You can expect the following from me as your instructor:

- I will communicate clearly and post information in Moodle as scheduled.
- I will maintain a respectful discussion environment that encourages learning.
- I will be available for individual consultation, as needed. Please email me to arrange a meeting.

I expect the following from you as a learner:

- You will submit your required coursework by the deadlines.
- You will notify me at least 48 hours in advance if you anticipate that you will be unable to meet a deadline.
- You will prepare by reading any assigned materials. You will engage fully in activities and discussions.

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 co-op 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 learning activities, you will not earn a pass for PBRL 2288.

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

University advisories

Missed deadlines or assignments

All assignments must be submitted and achieve a satisfactory standard to successfully complete the course. 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 you could receive a passing grade on that piece of work with revisions. Revised work must be submitted within five days after the co-op faculty advisor notifies you of the opportunity to resubmit. 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.**

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 offences will be strictly enforced. These regulations, including applicable procedures and penalties, are detailed in the Academic Calendar under "Academic Offences." 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

Students who have a disability and who require academic accommodations must register with Accessibility Services as early as possible in order to receive accommodations (<http://www.msvu.ca/accessibilityservices>).

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.

Learn more: [Student Policies – Mount Saint Vincent University \(msvu.ca\)](#)