

PBRL 2299 (01) Work Experience II**Course Outline****Summer 2025**

Course information	
Course dates:	May 5 to August 15, 2025
Location:	Online, asynchronous delivery
Co-op faculty advisor:	Dr. Tracy Moniz, MA, 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

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. 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.

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 their job description and career interests.
- Reflect and document their work experience learning.
- Communicate with other practitioners in a professional manner using an online platform.
- Receive and provide peer support as they and their fellow work experience students reflect on their learning.
- Remain connected with their work experience peers and the work experience education program even though they are not on campus.
- Engage their work experience faculty advisor throughout the term by sharing information, providing mutual feedback, and receiving professional and academic advice and support.
- Understand and apply the concepts they have learned in previous 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 work experience, you will participate in course work designed to connect your classroom learning with your professional on-the-job training. You will engage in the following activities throughout the term:

- **Forum Discussions:** You will participate in two forum discussions over the term. You will share an original post of between 400 and 500 words. You will also respond to at least one of your peers' posts. 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.
 - **Forum Discussion #1: Getting Started – Your objectives**
Using the designated forum discussion in Moodle, you will reflect on the knowledge and skills you would like to acquire and/or build on during your second work experience. Additional details will be shared in Moodle when this forum discussion opens (see the schedule).
 - **Forum Discussion #2: Checking In – Your story**
Midway through the term, you will update your colleagues and faculty advisor about your experience, reflecting on your objectives and sharing a workplace story. You will also respond to the post(s) of your peers. Additional details will be shared in Moodle when this forum discussion opens (see the schedule).
- **Report:** At the end of the work term, you will reflect on your personal growth as both a student and a practitioner of public relations by completing a work term report. This report will encourage you to view your work experience as a whole and to reflect on what that experience has meant to you.
 - **Content:** Through this reflective process, consider what you have learned from academic, professional and perspective perspectives. Reflect on the knowledge and skills that you have gained and/or strengthened. Reflect on how your attitudes and/or beliefs may have changed. Consider questions such as: What have you learned about the practice of public relations? How have your academic studies informed your work experience? How do you anticipate the learnings from your work experience may inform your academic studies going forward? How has the work experience influenced your career goals? What have you learned about yourself?

Here are general outcomes for the work experience program to prompt your reflective process:

Academic Outcomes	Professional Outcomes	Personal Outcomes
<i>You will develop:</i> ✓ the ability to integrate classroom theory with workplace practice ✓ greater clarity about your academic goals ✓ academic motivation	<i>You will develop:</i> ✓ clarity about your career goals ✓ understanding of workplace culture ✓ workplace competencies ✓ new or advanced skills	<i>You will develop:</i> ✓ greater maturity ✓ understanding of your strengths and weaknesses ✓ your interpersonal skills ✓ your lifelong learning skills

- **Format:** This reflection may be in written form, or you may choose another form such as video and/or audio to present your final report, following the following guidelines:
 - If you select a **written report**, the word count is 1,750 to 2,000 (not including title page, table of contents, executive summary and/or references or other appendices). Follow APA 7 format.
 - If you select an **audio and/or visual presentation**, the length is 10-15 minutes (e.g., a video presentation, a PowerPoint presentation with voiceover narration saved as a video file, a podcast episode)
 - If you select an **infographic**, this is (by definition) a one-page graphic visual representation of information.

Schedule

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

Activity	Forum Discussion opens	Deadline: Original forum post (by 11:59 p.m. ADT)	Deadline: Response to peers' posts (by 11:59 p.m. ADT)
Forum Discussion 1	Monday, May 26	Friday, May 30	Friday, June 6
Forum Discussion 2	Monday, June 30	Friday, July 4	Friday, July 11
Report	n/a	Friday, August 15	n/a

Etiquette and privacy

- 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 work term report.
- 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.
- Complete your course work on your own time, not on your employer's time.

Use of Generative Artificial Intelligence

The use of AI technology is restricted in this course. AI-driven tools may be used to assist your learning by helping to brainstorm or outline, but you may not use such tools to produce work to be assessed in this course. All assignments must be completed independently by the student. Using AI-driven tools to produce submitted work constitutes an academic offence. If the work you produce is suspected to misrepresent your own competencies, you may be asked to meet with the instructor to discuss your coursework and/or complete a supplemental assessment to evaluate your mastery of course outcomes. It is unacceptable to use AI tool 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 or to complete any other written assignment. If you have questions about what constitutes acceptable use of AI tools, please consult with the instructor. Also, see the tip sheet produced by the MSVU Writing Centre on the course Moodle site.

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 on time. You will notify me in advance if you anticipate that you will be unable to meet a deadline.
- You will read all assigned materials and be ready to fully engage in activities and discussions.
- You will respond to my emails and messages within 48 hours, and you will reach out to me if you need assistance.

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 2299.

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 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 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 \(msvu.ca\)](#)