PBRL 2299 (02) Work Experience II
Course Outline
Winter 2026

Course information	
Course dates:	January 7 to April 10, 2026
Location:	Online, asynchronous delivery
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

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. For each forum, the faculty advisor will post content for you to consider and comment on in your post. You will share an original post of between 400 and 500 words. You will also meet with the faculty advisor to 'check in' and to discuss your post. The faculty advisor will contact you by email at the beginning of the term to set up the days/times for these meetings.

  o **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).

  o **Forum Discussion #2: Checking In – Your story**
  Midway through the term, you will update your faculty advisor about your experience, reflecting on your objectives and sharing a workplace story. 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.

  o Content: Through this reflective process, consider what you have learned from academic, professional and personal 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
You will develop: ✓ the ability to integrate classroom theory with workplace practice ✓ greater clarity about your academic goals ✓ academic motivation	*You will develop:* ✓ clarity about your career goals ✓ understanding of workplace culture ✓ workplace competencies ✓ new or advanced skills	*You will develop:* ✓ 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 (audio)visual to present your final report, following these parameters:
  - 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. You must also include an abstract (250 words) summarizing your infographic.

See Moodle for submission details and the submission folder.

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. AT)	Meet with the faculty advisor
Forum Discussion 1	Monday, January 19	Friday, January 23	TBD
Forum Discussion 2	Monday, February 23	Friday, February 27	TBD
Report	n/a	Thursday, April 2	n/a

Etiquette and privacy

- Complete your course work on your own time, not on your employer's time.
- Any content you post to the Moodle forum will be visible to the faculty advisor and, if applicable, to other students in the course. Only the faculty advisor will read your work term report.
- Always remain professional and respectful in your writing.
- 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)
- Brainstorming ideas or outlines for the final report
- Checking spelling and grammar in material that you have written
- Formatting citations in APA style

Prohibited Uses
AI use is not permitted for:
- Writing a forum post in Moodle
- Writing the final report (e.g., written report, script for audio or audiovisual presentation format)
- Generating slide text for PowerPoint/Prezi/Canva presentations
- Generating text for an infographic
- Producing videos, audio, or podcasts with AI voiceovers
- 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 email you to arrange meeting times and to communicate any other information that may arise.
- 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 coursework on time. You will notify me at least 48 hours in advance if you anticipate that you will be unable to meet a deadline.
- You will attend all our meetings and engage fully in our discussions.
- You will check your MSVU email regularly and respond to my emails within 48 hours. You will email 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 employer;
- satisfactorily complete and submit all assigned course work; and
- achieve an acceptable standard of participation in your course work.

Without successfully completing <u>all</u> of the assigned learning activities, you will not earn a pass for PBRL 2299.

A failing grade in a co-op/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 to successfully complete this 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/work experience 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/work experience 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 or work experience 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)