



Department of Communication Studies
PBRL 2288 ~ Co-op Term II
Instructor – Sherry Donovan
Course syllabus for Winter 2022

Course information	
Section number:	PBRL 2288
Course dates:	5 January – 6 April, 2022
Co-op faculty advisor:	Sherry Grant Donovan
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Telephone:	902-497-0493
Office hours:	By appointment
Prerequisite:	PBRL 3012, 3013, 3014, COMM 2016, 3023 or permission of the department

Our Course

Course description

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.

The assignments 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 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 in which you were involved, or which you observed, during your time in the workplace.

Learning outcomes

During this semester you will:

- Identify specific aspects of the PR practitioner's function and responsibilities.
- Articulate learning objectives relevant to your job description and career interests.
- Reflect 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, notably PBRL 3014 (Managing Organizational Public Relations).

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 Learning](#). During regular business hours (AST) you may call 902-457-6538 and on evenings and weekends, call 902-457-6788.

Learning environment

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.

- During this work term you will participate in a series of three forum discussions. You will post original submissions and you will read and respond to the content posted by your colleagues.
- On or around **January 18th**, you will find the topic and the guidelines for the first of the three discussion topics. Guidelines for subsequent discussions will follow.
- You will post your original submission based on the guidelines provided.
- Each post will be at least 300 words long.
- You must post your submission to Moodle by the specified time.
- You must also respond to at least one other student's post.
- Each response will be at least 100 words.
- You may comment on more than one post.
- Your response should add value, for example by sharing similar examples, providing advice, or asking for clarification.
- The faculty advisor will also comment on selected student posts, but not all posts.
- You should read and respond to those who respond to your content.

Expectations, etiquette and privacy

- Any of the content you post to your Moodle forum will be visible to other students and the co-op faculty advisor; however, case study papers are seen only by the faculty advisor.
- Remain professional and respectful at all times when writing your posts and when commenting on your peers' posts.
- 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 Moodle posts which do not abide by these above-mentioned expectations for respect, etiquette and privacy.
- Check and recheck for grammar and spelling before you post your discussion responses and comments. (Hint: It's easier to write, proof and edit your material in a word processing program like Microsoft Word first, then copy and paste it into Moodle.)
- You must provide appropriate citations whenever you include the opinions or work of others.
- Complete your course work on your own time; do not do the work while you are in the workplace.

Anticipated timeline

	Deadline for your original Moodle forum post (Before 11:59 p.m. AST)	Deadline for your response(s) to other student posts (Before 11:59 p.m. AST)
1	Tuesday, January 25	Tuesday, February 1
2	Tuesday, February 15	Tuesday, March 1
3	Tuesday, March 15	Tuesday, March 22

Case study

On or before **Tuesday, April 5th**, you will complete and submit a case study of about 1500-2000 words (six to eight pages; not including contents, references or appendices) drawn 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. In the case study, you will:

- Discuss how public relations is practiced in an organizational context, with reference to a specific case.
- Present your subject by identifying its specific and measurable communication objectives.
- Analyze your case by identifying and applying a relevant public relations theory and/or by researching and integrating historical precedents.
- Show how successful outcomes are or could be evaluated.
- Draw sound conclusions and make feasible and valid recommendations that may be applicable to future cases.

Learning supports

Your learning is at the centre of this course. The Mount as a whole 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 contact me and [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 in time of need and to help you continue to develop as a learner.

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.

Without successfully completing all of the assigned exercises, you will not earn a pass for PBRL 2288. **A failing grade in a co-op program results in dismissal from the program.**

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 requested revisions. A revised submission must be re-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.**

If you have a question about an assessment, please contact the co-op faculty advisor by e-mail within 10 days.

University Advisorles

Assignments and Assessment

Please also note that at MSVU we use a letter grade assessment, which will be derived from the percentages itemized above *and* the departmental policy for the assignment of grades. Furthermore, failure of any given test or assignment, or the failure to submit an assignment or write a test, constitutes failure of the course. Sustained effort is critical to your success.

Department writing requirement policy (undergraduate courses only)

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.

Statement for Students with Disabilities (Policy for Accommodating)

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>).

Statement on plagiarism and cheating

The 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 the website at www.msvu.ca on the Current Student's Page, under Academic Offenses.

Statement on correct use of language

Correct use of language is one of the criteria included in the evaluation of all written assignments.

Statement on course policy: missed deadlines or assignments

Assignments are due on the assigned date and by the assigned time. Tests are administered at the scheduled time and place. Students requesting special consideration as a result of a conflict with a deadline for an assignment, test, or an examination must do so in advance of the relevant deadline. Barring extreme medical/personal issues, there are no excuses which are acceptable for late work or missed tests and examinations.

Statement on teaching and learning technologies

The University wishes us to use our MSVU e-mail addresses for electronic communications. Please do so. Communication between students and professor may also happen in and through Moodle.

Policy Against Sexual Assault

Mount Saint Vincent University has no tolerance for sexual assault. The Mount is committed to providing and maintaining a safe environment that promotes the dignity and well-being of the University community. The University has a strong tradition of social responsibility.

Statement on accommodation of 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.

Statement on research ethics review

Students who conduct research involving human participants must have their research reviewed in accordance with the MSVU Policies and Procedures of *Ethics Review of Research Involving Humans* before starting the research. Check with your course professor or Chair of the department about proper procedures.

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.

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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.

