



Faculty of Professional Studies
Department of Communication Studies
PBRL 3388 (01) - Co-op Term III
Instructor – Ellen Shaffner
Course Outline for Fall 2023

Course information	
Section number:	PBRL 3388(01)
Course dates:	6 September 2023 to 7 December 2023
Co-op faculty advisor:	Ellen Shaffner
E-mail:	Ellen.shaffner@msvu.ca
Telephone:	902-457-6689
Office hours:	By appointment
Prerequisite:	Completion of professional development program delivered by the Co-op office. Completion of courses prescribed by the Department of Communication Studies course sequence (PBRL 3012, 3013, 3014 and COMM 2016, 3023) or permission of the department.

Our Course

Course description

As you begin your final 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 through a seminar presentation to incoming co-op students.

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 assignments for PBRL 3388 require you to reflect upon your growth and development throughout all your co-op experiences and to continue your personal and professional development. During the semester you will use Moodle to take part in discussions of PR practices and professional insights with your peers and me, your co-op faculty advisor. You will also prepare a seminar presentation in small groups, and you will deliver this presentation to incoming co-op students in mid-January 2023.

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.
- Engage your co-op faculty advisor throughout the work term by sharing information on your experience and receiving professional and academic advice and support.
- Understand and apply the concepts you were taught in your public relations courses.

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 **September 10**, you will find the topic and the guidelines for the first of the three discussion topics. Guidelines for subsequent discussions will follow.
- Generally, you will receive an article with some guiding, reflective questions and you are asked to share your point of view on the discussion forum. You must also make two responses to your colleagues, and you should read and respond to those who respond to your content.

Expectations, etiquette and privacy

- Note that any content you post to your Moodle forum will be visible to other students and the co-op faculty advisor.
- Always remain professional and respectful 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.
- 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	Deadline for your response to other student posts
--	--	---

	(Before 11:59 p.m. AST)	(Before 11:59 p.m. AST)
1	Sunday, September 17	Sunday, September 24
2	Sunday, October 15	Sunday, October 22
3	Sunday, November 19	Sunday, November 26

Seminar Presentation

The PBRL 3388 work term project will involve a series of reflective seminars presented to new public relations students preparing to go out on their first work term. For students completing their final work term in the fall semester, the seminars will take place in January following your work term. You will work in groups selected by the Co-op Office to include a combination of different workplace environments and will provide the audience of junior students with a reflective presentation of your various experiences. **More details on this project are provided in the Reflective Seminar Presentation Assignment Instructions provided on Moodle.**

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. Please see Appendix A for additional information on the list of free and confidential services available at our university.

Your Instructor

Name

Ellen Shaffner, BA Hons, MBA, PhD

Teaching approach

My focus in this course is to provide support and encouragement as you continue to develop your professional skills. My approach is enthusiastic and encouraging, and I provide a learning environment that values your experiences as co-op students. I require that our discussions be approached without judgement, that we foster debate and discussion, and that we all demonstrate respect for one another as we explore and learn together.

Contact

E-mail: ellen.shaffner@msvu.ca
Phone: 902-457-6689

Availability

By appointment as needed. I am available for appointments outside of work hours to accommodate your schedules. You may send me an email to set up a meeting at a time that works for you.

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

One-on-one support

I encourage you to reach out to me throughout this semester whenever you like. You can reach me by phone and e-mail. I am always happy to discuss your assignments, co-op experience, your career goals, or other subjects. I am here as a resource for you this semester, and I look forward to getting to know you!

Our Journey

Expectations

You can expect the following from me as your instructor in this class:

- I will communicate regularly via moodle and email to ensure you feel connected to our course.
- I will treat you with dignity and respect.
- I will provide grades and feedback within a maximum of two weeks following submission. (If you have a question about the way you have been assessed, please reach out to me within ten days after the assignment is returned.)

I expect the following from you as a student in this class:

- You will complete all three discussions (and replies) on Moodle
- You will respond to my emails and messages within 48 hours, and you will reach out to me when you need assistance.
- You will have a positive and open-minded attitude.
- You will submit your assignments on time.

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 3388. **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 me *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 me by e-mail within 10 days.

Departmental Writing Requirement Policy

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.

University Advisories

Scheduling Conflicts

If a student has a scheduling conflict with any aspect of the course, notably an assignment deadline or an examination, please contact your instructor in advance (1 week ahead) of the relevant deadline to request consideration for accommodation.

If a student has overlapping final exam times, a work commitment that cannot be changed, or is scheduled to write three exams in three consecutive writing times, an [Exam Conflict](#) form should be submitted to the Registrar's Office. Documentation may be required.

Accommodations

Students who have disability and who require academic accommodations must 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.

Course Material

This course may contain material that some may find disturbing and/or challenging to read, view or discuss. At any time in the course if you feel uncomfortable with the course material or discussions please contact your instructor

Use of Course Material

As a student in this course you should 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 expressed 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.

Only students registered in this Mount Online course site are permitted to view, download, upload, comment or otherwise participate in this course site.

Use of Language

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

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.

Research

Students who conduct research involving human participants must have their research reviewed in accordance with the [MSVU Policies and Guidelines for Conducting Research with Human Participants](#) before starting the research. Check with your course professor or Chair of the Department about proper procedure.

Class Attendance

Regular attendance is expected of students at all classes; the Mount recognizes the significance of attendance by stating it in the [Academic Calendar](#).

Class Cancellations

Cancelled classes will be indicated on the class cancellation line at (902) 457-6566 and on the [website](#).

Online Class Recordings

Online classes held in Collaborate may be recorded and your image, voice, and name may be included in the recording. By remaining in the recorded session you are consenting to the creation of the recording and its use for educational purposes in the course it was created. Recorded classes will not be used outside the class context or for other purposes without consent.

Distance Student Examination

When an on-campus examination is scheduled in an online course, only students who reside 100km away or more from the Mount may write at an approved proctor site. Students must submit the [Proctor Site Request form](#) within two weeks from the first day of the fall and winter terms and one week for summer session 1 and 2. For additional important information on finding and requesting an approved proctor, please see the Registrar's Office page on [Examinations](#).

This Template is protected by a [Creative Commons License](#). If you wish to use this document (including in any altered form), please include attribution to:

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 July 2020.



Appendix A – Student Services

[*Indigenous Student Centre \(Kina'masuti aqq Apognamasuti\)*](#)

45 Melody Drive
(902) 457-6228
aboriginalcentre@msvu.ca

The [*Kina'masuti aqq Apognamasuti*](#) (Learning and Help) Indigenous Student Centre strives to provide an opportunity to empower, encourage, and educate students of all nations in an environment rooted in Indigenous cultures and values, while providing a place to study and hang out.

[Accessibility Services](#)

Library, lower level, room 141
(902) 457-6567
accessibilityservices@msvu.ca

Our team supports over 500 students by promoting self-advocacy and an equitable learning environment. They are dedicated to adapting the academic environment. Some examples of disabilities we support include, physical and learning disabilities, medical conditions, vision and hearing loss, ADHD, and mental health.

Black Student Support

Seton 314

(902) 457-5547

blackstudentsupport@msvu.ca

Whether you are a Black student from Canada or an international destination, there will likely be times when you are in need of some support at the Mount. Our Black Student Support Advisor is here to help.

Career Services

McCain 312

(902) 457-6567

counselling@msvu.ca

We offer a variety of career-related services for students, employers and faculty. Whether you need help making a career decision, job searching, or are wondering what you can do with your degree, we can help you plan a realistic career path.

Centre for Academic Advising & Student Success

Seton 303

(902) 457-6657

advising@msvu.ca

A centralized location where academic advisors, the Mount 101 coordinator and peer mentors are available to provide academic support to undergraduate students. Equipped with workstations, the Centre is a hub for advising activities and academic support programs on campus.

Counselling Services

Library, lower level, room 141

(902) 457-6567

counselling@msvu.ca

Our Counselling Services team provides free personal counselling to any registered Mount student in a relaxed and confidential environment. We have a number of services available so that the needs of each student are addressed by highly skilled and professional staff.

Financial Aid

Evaristus 207-K

(902) 457-6351

financial.aid@msvu.ca

We are dedicated to helping students reduce their financial barriers to a high quality, post-secondary education by assisting with everything from budgeting to bursaries and scholarships. We can provide support and direction to all of the information you need!

Financial Services

Evaristus 206 & 211

(902) 457-6277

financial.services@msvu.ca

You've likely discovered that paying for your education will be the first major financial decision you will make. It doesn't have to be overwhelming. The Mount is one of the most affordable places to get an education, and we've helped many students figure out a way.

International Education Centre

Seton Annex

(902) 457-5982
international@msvu.ca

The Mount's International Education Centre offers personal, academic, cultural, and immigration advising to international students and any student or faculty wishing to study, research or conduct projects abroad. The IEC is also home to the university's English as an Additional Language Programs.

IT&S Help Desk

Library, lower level, room 106
(902) 457-6538
helpdesk@msvu.ca

There are many technology services available to assist you with your studies, including, Wi-Fi, access to over 200 computers, and fully equipped classrooms for your presentation needs. With Office 365 you can access your email, calendar and 1TB OneDrive storage.

Learning Strategist

Seton 346
(902) 457-6358
learning.strategist@msvu.ca

The university experience is one full of excitement, challenges and changes. The Mount's Learning Strategist can recommend strategies to become a more effective learner. They can help with managing time, getting organized, setting goals, study skills, and more!

Library

E. Margaret Fulton Building (EMF)
(902) 457-6250
library@msvu.ca

Whether on campus or online, we have the scholarly content to assist you with your research and coursework. The dedicated team of library staff take pride in offering quality services and academic resources to meet the teaching, learning and research needs of the Mount community.

Mount 101

Evaristus 201-D
(902) 457-5511
mount101@msvu.ca

Your survival guide for your first year at the Mount. The online program and your Mount Mentor will help you find your success! Visit msvu.ca/mount101 for more information.

Print Shop

Seton 315
(902) 457-6135
print.shop@msvu.ca

The Mount Print Shop is a dedicated resource supporting the Mount community with high-quality, confidential and expedited print services. We maintain industry leading standards in all products and services. Contact us for a quote on your next project.

Registrar's Office

Evaristus 204 & 207
(902) 457-6117
registration@msvu.ca

The Registrar's Office staff are here to assist you from initial inquiry for admission through to the proud day you graduate. We are involved in all aspects of academic life, including: admissions, enrolment, retention, exams, convocation, and academic policies.

[Residence Life](#)

Evaristus 201-A

(902) 457-6356

residence@msvu.ca

Living in residence will add a whole new dimension to your university years! Apart from the convenience of living close to all campus resources, you will also have the opportunity to become more involved in campus life.

[Student Health Services](#)

Assisi Hall, second floor

(902) 457-6354

Student Health Services are committed to treating all patients with the highest level of respect and confidentiality. It is a convenient on-campus alternative for students who are unable to see their family doctor. Please visit the MSVU Student Health website for more info.

[Writing Centre](#)

Library, room 203

writing@msvu.ca

The Writing Centre offers appointments on weekdays and weekends as a free service for all Mount students, faculty, and staff. Experienced tutors help students with all academic written work – including, presentations, slides, speeches, and research papers.