

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**SAULT  
COLLEGE**

**COURSE OUTLINE**

**COURSE TITLE: Professional Ethics**

**CODE NO. :** PEM101 **SEMESTER:** 1

**PROGRAM:** Public Relations and Event Management

**AUTHOR:** James R. Cronin, APR

**DATE:** April 2011 **PREVIOUS OUTLINE DATED:**

**APPROVED:** "Penny Perrier" June/11

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**CHAIR** **DATE**

**TOTAL CREDITS:** 4

**PREREQUISITE(S):**

**HOURS/WEEK:** 4

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*For additional information, please contact Penny Perrier, Chair*  
*School of Business*  
*(705) 759-2554, Ext. 2754*

**I. COURSE DESCRIPTION:** This course will provide students with a clear understanding of the important role professional ethics play in public relations and event management. Students will gain knowledge of the ethical standards established by the Canadian Public Relations Society (CPRS) and the International Association of Business Communicators (IABC). Students will be required to apply those standards in public relations case studies as well as in-class PR scenarios. The course will provide students with an historical review of the development of ethics within the PR profession and how those ethical standards are now a critical element within all PR and Event planning. The course will include a presentation and discussion with an expert in PR ethics.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Explain the role of professional ethics within PR and Event planning  
Potential Elements of the Performance:
  - Describe how ethics are used as a filter in assembling elements of a PR strategy
  - Discuss how ethics can influence corporate direction in the planning process
2. Explain the history of the development of professional ethics.  
Potential Elements of the Performance:
  - Discuss the evolution of ethics within the public relations industry and how ethics have shaped those organizations.
  - Examine how organizations have imbedded ethics within personal performance standards
3. Define the ethical standards established by CPRS and IABC  
Potential Elements of the Performance:
  - Describe the role of professional ethics within these two PR organizations.
  - Discuss the ethics education and awareness programs for members of these two organizations.
4. Identify ethical dilemmas in the development of PR strategies  
Potential Elements of the Performance:
  - Discuss how ethical conflicts impact personal performance
  - Examine potential resolutions to ethical issues within the workplace
  - Describe various ethical issues that can arise during the approvals process in PR strategies

**III. TOPICS:**

1. Ethical Standards of CPRS and IABC
2. Role of Ethics in PR and Event Planning
3. Historical development of PR Ethics
4. Ethical Dilemmas and Conflicts

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Public Relations-Strategies and Tactics 10<sup>th</sup> edition Wilcox/Cameron, ISBN 13:978-0-205-79969-5

**V. EVALUATION PROCESS/GRADING SYSTEM:**

- Three written tests value at 25 percent
- Ethics presentation valued at 25 percent

The following semester grades will be assigned to students:

<b>Grade</b>	<b>Definition</b>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

**VI. SPECIAL NOTES:**Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session

**VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.