

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE: Public Relations Strategies and Media Relations

CODE NO. : PEM102 **SEMESTER:** 1

PROGRAM: Public Relations and Event Management

AUTHOR: James R. Cronin, APR

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

APPROVED: "Penny Perrier" June/11

CHAIR

DATE

TOTAL CREDITS: 6

PREREQUISITE(S):

HOURS/WEEK: 6

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For additional information, please contact Penny Perrier, Chair
School of Business
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I. COURSE DESCRIPTION:

This course will provide students with the history and development of public relations as a key operational component in organizations. Students will be provided with an opportunity to understand and create various public relations strategies aimed at reactively and proactively supporting the needs of their company, institution or organization. Students will gain an awareness of the importance of public relations planning within an organization through increased awareness of the organizations image, positive benefits to the community and stakeholders, and the management of issues. The course will provide students with the opportunity to examine and discuss “real life” examples of effective public relations strategies, and strategies that have failed. Students will gain an understanding of the critical role that events management plays in supporting all public relations strategies and planning. The course will also examine the role of the media in public relations strategies and how to develop positive and effective media relations through a clear understanding of the needs and requirements of the media. Students will learn how to plan and execute a news conference taking into account all of the logistical details and potential issues.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Explain the process in developing a PR strategy
Potential Elements of the Performance:
 - Identify key elements required in a PR strategy
 - Describe the various stakeholders addressed within the strategy
 - Discuss the review and approvals process
2. Describe the supportive relationship between PR and Events
Potential Elements of the Performance:
 - Identify the integration of events into a PR strategy
 - Describe the various types of events used to support PR plans
 - Discuss the development of event options
3. Develop a Media Relations program
Potential Elements of the Performance:
 - Describe the role of the media within PR and Events
 - Discuss the benefits and issues in developing a relationship with the media

- Identify a series of media relations tactics and strategies
4. Create an Issues Management plan
- Potential Elements of the Performance:
- Define reactive and proactive issues management strategies
 - Describe the key elements of an Issues Management plan
 - Discuss the impacts of issues on corporate image

III. TOPICS:

1. PR Strategy Development
2. The Role of Events in PR
3. Issues Management
4. Media Relations Planning

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Public Relations, Strategies and Tactics, 10th edition, Wilcox and Cameron,
ISBN 13: 978-0-205-77088-5

In the News, William Wray Carney, 2nd edition, ISBN: 0-88864-495-7

V. EVALUATION PROCESS/GRADING SYSTEM:

- Three written tests valued at 20 percent each
- PR Strategy assignment valued at 25 percent
- News conference media plan valued at 15 percent

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<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.