

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE:	Public Relations Writing Lab 1	
CODE NO. :	PEM103	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:	4	
PREREQUISITE(S):	None	
HOURS/WEEK:	4	

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I. COURSE DESCRIPTION: This course is the first of two writing labs dealing with critical writing elements necessary to create key documents within a public relations strategy. The course will include detailed instruction on the review and analysis of information that will form the basis of the PR and Event documents. Students follow a step-by-step methodology to draft, review and edit a library of documents ranging from full PR strategies to position papers, issue notes and media materials. The course will also provide students with an understanding of the strategic roles each of these documents play in developing a successful public relations and event program. Students will have an opportunity to review and discuss current “in the news” examples of PR and Event written materials based on real life scenarios, and analyze the effectiveness of those documents. Completion of this course will prepare students for the second semester Writing Lab and the application of their skills in public presentations and corporate spokesperson scenarios.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Explain the critical writing elements necessary to create effective public relations documents.

Potential Elements of the Performance:

- Define the key writing elements required in public relations
- Discuss the strategic role and application of the writing elements

2. Create examples of the key public relations documents reviewed within the course

Potential Elements of the Performance:

- Describe the key components of each of the PR documents
- Discuss the steps involved in creating the documents
- Explain the role and significance of each document in the overall PR strategic plan

3. Identify the various audiences for the PR documents

Potential Elements of the Performance:

- Understand the relationship between the PR documents and the various stakeholder groups and how to address their communication needs
- Describe the anticipated impact of the documents on key audiences
- Illustrate the stakeholder benefits resulting from the creation of

targeted messaging within the documents

4. Research and analyze “real life” case studies of PR documents to determine their effectiveness

Potential Elements of the Performance:

- Identify the successes and failures of PR documents in real life situations
- Describe how these documents could have been more effectively developed and applied
- Research and discuss the development of these case study documents and the approach taken by the authors of these documents.

III. TOPICS:

1. Key Writing Elements in PR documents
2. Creating Effective PR documents
3. Stakeholders and Audiences in PR writing
4. Pre and Post Analysis of PR documents

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

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

Public Relations Writing-7th edition-Thomas H. Bivins, ISBN: 978-0-07-351198-6

Canadian Press Stylebook, 14th edition, ISBN:0-920009-38-7

V. EVALUATION PROCESS/GRADING SYSTEM:

- Three writing assignments valued at 20 percent each
- Two written tests valued at 20 percent

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	
A	80 – 89%	4.00
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	

U	placement or non-graded subject area. 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.