

I. COURSE DESCRIPTION:

This course will provide students with an understanding of the continuously expanding role of the social media in influencing all aspects of public relations and event management strategies. Students will examine how the social media has impacted the role of the mainstream media and the co-dependency that has developed. Students will study the role of the internet and social media in the development of a corporate image program and how the social media can be used as part of an issues management strategy. Students will receive hands-on experience in developing a social media strategy to support a classroom public relations project. The course will also examine strategies 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. Students will also be given an opportunity to play the role of reporter and corporate spokesperson in classroom scenarios.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Build a social media strategy

Potential Elements of the Performance:

- Understand the role of the social media in PR and event plans
- Identification of the appropriate social media tools in various PR and event strategies
- Understand the pros and cons, issues and benefits of social media campaigns

2. Understand the elements of an effective corporate website

Potential Elements of the Performance:

- Describe the key objectives of a corporate website
- Define the strategic PR elements that support a corporate website
- Discuss the role and impact of a corporate website on community and stakeholder relations.

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
- Develop a news conference media plan

III. TOPICS:

1. Social Media Strategies
2. Effective Media Relationships
3. Corporate Websites
4. News Conference Strategies

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Public Relations – Strategies and Tactics 10th Edition
Wilcox/Cameron ISBN 13:978-0-205-77088-5

When the Headline is You – Jeff Ansell, Jossey Bass ISBN 978-0-470-54394-8

V. EVALUATION PROCESS/GRADING SYSTEM:

- Three written tests valued at 20 percent each
- Social Media Strategy assignment valued at 20 percent
- Media Relations project 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%	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.