

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

| | | | |
|-------------------------|---------------------------------------|--------------------------------|-------------|
| COURSE TITLE: | Public Relations Strategies | | |
| CODE NO. : | PEM107 | SEMESTER: | 1 |
| PROGRAM: | Public Relations and Event Management | | |
| AUTHOR: | James R. Cronin, APR | | |
| DATE: | August 2012 | PREVIOUS OUTLINE DATED: | June/11 |
| APPROVED: | | "Brian Punch" | Aug/12 |
| | | <hr/> | <hr/> |
| | | CHAIR | DATE |
| TOTAL CREDITS: | 4 | | |
| PREREQUISITE(S): | | | |
| HOURS/WEEK: | 4 | | |

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For additional information, please contact Brian Punch, Chair
School of Environment, Design and Business
(705) 759-2554, Ext. 2681

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.

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. 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

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

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

V. EVALUATION PROCESS/GRADING SYSTEM:

- Three written tests valued at 25 percent each
- PR Strategy assignment valued at 25 percent

The following semester grades will be assigned to students:

| Grade | Definition | Grade Point Equivalent |
|--------------|--|-------------------------------|
| A+ | 90 – 100% | 4.00 |
| A | 80 – 89% | 3.00 |
| B | 70 - 79% | 2.00 |
| C | 60 - 69% | 1.00 |
| D | 50 – 59% | 0.00 |
| F (Fail) | 49% and below | |
| 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.