

**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:** June 2016 **PREVIOUS OUTLINE DATED:** Aug/15

**APPROVED:**  
**Colin Kirkwood** **June/16**  
**DEAN** **DATE**

**TOTAL CREDITS:** 4

**PREREQUISITE(S):**

**HOURS/WEEK:** 4

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**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:**

- Mid-term and final exams 50%
- Ethics assignment 20 %
- Ethics oral presentation 20 %
- Attendance/class participation 10 %

The following semester grades will be assigned to students:

<b>Grade</b>	<b><u>Definition</u></b>	<i>Grade Point Equivalent</i>
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.

### 1. Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

### 2. Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

### 3. Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

### 4. Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services

office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

5. Communication:

The College considers Desire2Learn (D2L) as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of this Learning Management System (LMS) communication tool.

6. Academic Dishonesty:

Students should refer to the definition of “academic dishonesty” in Student Code of Conduct. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

7. Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of November (fall semester courses), first week of March (winter semester courses) or first week of June (summer semester courses) will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

8. Student Portal:

The Sault College portal allows you to view all your student information in one place. mysaultcollege gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

9. Recording Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.