

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE:	Media Relations and Social Media		
CODE NO. :	PEM106	SEMESTER:	1
PROGRAM:	Public Relations and Event Management		
AUTHOR:	James R. Cronin, APR		
DATE:	June 2016	PREVIOUS OUTLINE DATED:	June 15
APPROVED:	"Colin Kirkwood"		June/16
	<hr/>		<hr/>
	DEAN		DATE
TOTAL CREDITS:	4		
PREREQUISITE(S):			
HOURS/WEEK:	4		

Copyright ©2016 The Sault College of Applied Arts & Technology
Reproduction of this document by any means, in whole or in part, without prior written permission of Sault College of Applied Arts & Technology is prohibited. For additional information, please contact Colin Kirkwood, Dean, School of Environment, Technology and Business, (705) 759-2554, ext. 2688

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:

- Mid-term and final exams 50%
- Social Media individual assignment 20%
- Media Relations team project 20%
- Attendance/class participation 10 %

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%	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.