



COURSE OUTLINE: PEM101 - PROFESSIONAL ETHICS

Prepared: Natasha Colak

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	PEM101: PROFESSIONAL ETHICS
Program Number: Name	2170: PUBLIC RELATIONS
Department:	PUBLIC RELATIONS PROGRAM
Semesters/Terms:	19F
Course Description:	This course focuses on the important role of professional ethics in all aspects of public relations and event management. Students will study the ethical standards established by the Canadian Public Relations Society (CPRS) and the International Association of Business Communicators (IABC) and learn how to apply those standards in public relations case studies as well as in-class PR scenarios.
Total Credits:	4
Hours/Week:	4
Total Hours:	60
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2170 - PUBLIC RELATIONS
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 7 Comply with and support others to work in accordance with relevant professional association and industry codes of ethics, public relations professional standards and practices, and legal obligations, protocols and policies.
	VLO 10 Select strategies and tools to build and manage stakeholder relationships to support public relations activities, organizational objectives and career development.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 4 Apply a systematic approach to solve problems. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 11 Take responsibility for ones own actions, decisions, and consequences.
General Education Themes:	Civic Life Social and Cultural Understanding Personal Understanding
Course Evaluation:	Passing Grade: 50%, D
Books and Required Resources:	Public Relations, Strategies and Tactics by Wilcox, Dennis, Cameron, Glen Publisher: Pearson Education Edition: 11th
Course Outcomes and	



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Learning Objectives:	Course Outcome 1	Learning Objectives for Course Outcome 1
	Explain the role of ethics within PR and event planning.	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.
	Course Outcome 2	Learning Objectives for Course Outcome 2
	Explain the history of the development of professional ethics.	Discuss the evolution of ethics within the public relations industry and how ethics have shaped those organizations. Examine how organizations have embedded ethics within personal performance standards.
	Course Outcome 3	Learning Objectives for Course Outcome 3
Define the ethical standards established by CPRS and IABC.	Describe the role of professional ethics within these two PR organizations. Discuss the ethics education and awareness programs for members of these two organizations.	
Course Outcome 4	Learning Objectives for Course Outcome 4	
Identify ethical dilemmas in the development of PR strategies.	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.	

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignment Individual	20%
Attendance / Participation	10%
Ethics Oral Presentation	20%
Tests	50%

Date: July 25, 2019

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.