Course Code: Title	PEM103: PUBLIC RELATIONS WRITING - LAB 1
Program Number: Name	2170: PUBLIC RELATIONS
Department:	PUBLIC RELATIONS PROGRAM
Semesters/Terms:	20F
Course Description:	This introductory course will provide detailed instruction on the development of key PR and event documents including news releases, fact sheets, backgrounders and event plans. Students will learn the strategic role each of these documents play in supporting PR and event initiatives.
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: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2170 - PUBLIC RELATIONS** VLO 1 Coordinate and contribute to the planning of public relations activities, including the development of clear, measureable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organization objectives. VLO 2 Coordinate and contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements VLO 3 Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline VLO 5 Use research and analytical skills to guide the development of communication objectives and public relations activities, evaluate their impact, and support organizational objectives and stakeholder relationships. 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 9 Assess the selection and implications of current emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness.
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 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 3 Execute mathematical operations accurately.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.

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	EES 6	Locate, select, organize, and document information using appropriate technology and information systems.
	EES 8	Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 11	Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:	Passing Grade: 50%,
	A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

| Books and Required Resources: | Public Relations Writing by Thomas H. Bivins
Edition: 8
ISBN: 978-0-07-351198-6 |

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Explain the critical writing elements necessary to create effective public relations documents.	Define the key writing elements required in public relations. Discuss the strategic role and application of the writing elements.

Course Outcome 2	Learning Objectives for Course Outcome 2
Create examples of the key public relations documents reviewed within the course.	Describe the key components of each of the PR documents. Discuss the steps involved in creating the documents. Explain the role and significance of each document in the overall PR strategic plan.

Course Outcome 3	Learning Objectives for Course Outcome 3
Identify the various audiences for the PR documents.	Understand the relationship between the PR documents and the various stakeholder groups and how to address their communication needs. Describe the anticipated impact of the documents on key audiences. Illustrate the stakeholder benefits resulting from the creation of targeted messaging within the documents.

Course Outcome 4	Learning Objectives for Course Outcome 4
Research and analyze real life` case studies of PR documents to determine their effectiveness.	Identify the successes and failures of PR documents in real life situations. Describe how these documents could have been more effectively developed and applied. Research and discuss the development of these case study documents and the approach taken by the authors of these documents.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Three writing assignments valued at 20 percent each	60%
Two written tests valued at 20 percent	40%

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Date:	June 17, 2020
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.

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