



COURSE OUTLINE: PEM107 - P.R. STRATEGIES

Prepared: Natasha DeActis

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

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| Course Code: Title | PEM107: PUBLIC RELATIONS STRATEGIES |
| Program Number: Name | 2170: PUBLIC RELATIONS |
| Department: | PUBLIC RELATIONS PROGRAM |
| Semesters/Terms: | 20F |
| 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. |
| 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 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 9 Assess the selection and implications of current emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness. 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 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 10 Manage the use of time and other resources to complete projects. |
| 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, Strategies and Tactics Edition: 11 |

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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| Course Outcomes and Learning Objectives: | Course Outcome 1 | Learning Objectives for Course Outcome 1 |
| | Explain the process in developing a PR strategy. | Identify key elements required in a PR strategy. Describe the various stakeholders within the strategy. Discuss the review and approvals process. |
| | Course Outcome 2 | Learning Objectives for Course Outcome 2 |
| | Describe the supportive relationship between PR and Events. | Identify the integration of events into a PR strategy. Describe the various types of events used to support PR plans. Discuss the development of PR event options. |
| | Course Outcome 3 | Learning Objectives for Course Outcome 3 |
| | Create an Issues Management plan. | Define reactive and proactive Issues Management strategies. Describe the key elements of an Issues Management plan. Discuss the impacts of issues on corporate image. |
| Evaluation Process and Grading System: | Evaluation Type | Evaluation Weight |
| | Attendance / Participation | 10% |
| | Media Scanning | 15% |
| | PR Strategy Assignment | 25% |
| | Tests | 50% |
| Date: | June 17, 2020 | |
| Addendum: | Please refer to the course outline addendum on the Learning Management System for further information. | |

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