

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE: Research as a Public Relations and Event Tool

CODE NO. : PEM201 **SEMESTER:** 2

PROGRAM: Public Relations and Event Management

AUTHOR: James R. Cronin, APR

DATE: Dec. 2011 **PREVIOUS OUTLINE DATED:**

APPROVED: "Brian Punch" Dec/11

CHAIR

DATE

TOTAL CREDITS: 4

PREREQUISITE(S):

HOURS/WEEK: 4

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For additional information, please contact Brian Punch, Chair
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I. COURSE DESCRIPTION:

This course will provide students with an opportunity to examine the types and sources of research used to support public relations strategies and event plans. Students will learn how to use research to determine the best method of reaching stakeholders and how to develop a survey questionnaire. During the course, students will be involved in organizing a focus group based on in-class scenarios, developing key questions, interviewing focus group participants and evaluating responses. The course will show students how to conduct online and database research to support public relations and event plans. Students will learn how to use research to define audiences, segment publics and build credibility with internal and external stakeholders. The course will provide students with knowledge of various research techniques and examine case studies using qualitative and quantitative research.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Conduct a focus group research project from planning to execution.

Potential Elements of the Performance:

- Research and develop focus group objectives
- Prepare focus group interview questions
- Conduct interviews with focus group participants
- Evaluate the results of the focus group and draft a summary analysis and plan of action.

2. Identify a list of research resources including online databases

Potential Elements of the Performance:

- Familiarity with the various research resources available in both electronic and hard copy versions
- Understanding of the role of quantitative and qualitative research in the planning process
- Ability to select the appropriate research resources based on project needs

3. Identify various research techniques used in PR and Event plans

Potential Elements of the Performance:

- Understanding of primary and secondary research techniques
- Ability to integrate research findings into a PR and Event plan to support project objectives
- Knowledge of the role of research in building credibility with internal and external audiences.

4. Create and execute a public opinion survey
Potential Elements of the Performance:
 - Determine the content and deliverables for the survey.
 - Identify the audiences to be included in the survey.
 - Develop a public opinion questionnaire to support the plan objectives
 - Identify the most effective and/or efficient method of carrying out the survey.
 - Ability to execute a survey and analyze results.

III. TOPICS:

1. Quantitative and qualitative research
2. Research resources and databases
3. Public Opinion surveys and techniques
4. Focus groups

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Public Relations-Strategies and Tactics 10th edition Wilson/Cameron, ISBN 13: 978-0-205-77088-5

V. EVALUATION PROCESS/GRADING SYSTEM:

- Three tests valued at 20 percent each
- Focus group assignment valued at 15 percent
- Public opinion survey valued at 15 percent
- Attendance and assignment completion valued at 10 percent

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%	
B	70 - 79%	3.00

C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00

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.