

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE: Community and Stakeholder Relations and Social Media

CODE NO. : PEM204 **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
School of Environment, Design and Business
(705) 759-2554, Ext. 2754

I. COURSE DESCRIPTION:

This course will provide students with an understanding of the importance of community and stakeholder relations in building, supporting and improving an organization's image. Students will learn to identify key stakeholder groups that need to be addressed in public relations and event plans. The course will examine specific strategies to build strong long-term relationships with community and stakeholder groups and will include in-class lectures by professionals in the field of community relations. Students will learn how to incorporate sponsored events into the stakeholder strategies to provide added value to public relations plans. A key component of this course will be an examination of the social media and its impact on public relations and events. The course will study the role of the internet and social media in building 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.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Incorporate community and stakeholder relations into a PR and event strategyPotential Elements of the Performance:

- Identify key community and stakeholder groups that relate to a specific PR and event plan
- Describe the win-win benefits of an effective stakeholder strategy
- Discuss the role of each stakeholder group in the overall PR strategy.

2. Develop a community-based corporate image programPotential Elements of the Performance:

- Identify the public relations role of a corporation in its home community
- Describe the involvement of corporations in municipal affairs and community committees
- Discuss the integration of corporate-sponsored events as a tool in corporate image building.

3. Build a social media strategyPotential 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

4. **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.

III. TOPICS:

1. Community and Stakeholder strategies
2. Corporate Image program
3. Understanding and incorporating Social Media strategies
4. Building a Corporate Website

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Public Relations-Strategies and Tactics 10th Edition Wilcox/Cameron ISBN
13: 978-0-205-77088-5

V. EVALUATION PROCESS/GRADING SYSTEM:

- Three written tests valued at 20 percent each
- Social Media Strategy assignment valued at 15 percent
- Corporate Website project valued at 15 percent
- Attendance/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%	
A	80 – 89%	4.00
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.