

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**SAULT  
COLLEGE**

**COURSE OUTLINE**

<b>COURSE TITLE:</b>	<b>Public Relations Writing - Lab 2</b>		
<b>CODE NO. :</b>	PEM203	<b>SEMESTER:</b>	2
<b>PROGRAM:</b>	Public Relations and Event Management		
<b>AUTHOR:</b>	James R. Cronin, APR		
<b>DATE:</b>	May 2013	<b>PREVIOUS OUTLINE DATED:</b>	Aug 12
<b>APPROVED:</b>	"Colin Kirkwood"		Sept/13
	_____		_____
	<b>DEAN</b>		<b>DATE</b>
<b>TOTAL CREDITS:</b>	6		
<b>PREREQUISITE(S):</b>	PEM103		
<b>HOURS/WEEK:</b>	6		

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*For additional information, please contact Colin Kirkwood, Dean*  
*School of Environment, Technology and Business*  
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**I. COURSE DESCRIPTION:**

This course will provide students with second level training in critical PR writing elements, building upon skills developed in Writing Lab 1. During the second semester course, students will have an opportunity to further sharpen their writing skills by producing PR strategies and supporting materials based on classroom scenarios. This course will also include an introduction to desktop publishing as a key communications tool in PR and event plans. Students will learn how to use publishing software programs to turn their written documents into published materials that can be used to support events such as news conferences, product launches and corporate presentations. The course will include the design of materials including layout and the use of photos to enhance desktop publications. The course will also provide students with the skills to become a confident and effective public speaker. Students will learn how to prepare, organize, enhance and deliver a solid presentation utilizing audience engagement skills. The course will show students how to assess and analyze their presentation skills in a continuous improvement process that builds self-confidence and prepares them for the role of corporate spokesperson.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

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

1. Play a lead role in the development of well written and effective PR and event materials

Potential Elements of the Performance:

- Incorporate key writing elements into all materials
- Review and edit materials under tight deadlines
- Produce multiple written material to support a single strategy

2. Effectively incorporate desktop publishing into PR and event strategies

Potential Elements of the Performance:

- Familiarity with the use of software publishing programs
- Understanding of the role of desktop published materials within an overall PR and event plan
- Ability to produce quality published materials under deadline

3. Act as a corporate spokesperson

Potential Elements of the Performance:

- Understanding of all elements of an effective oral presentation
- Ability to analyze the audience and apply the appropriate

- audience engagement tactics
  - Preparation, delivery and evaluation of a presentation as a spokesperson
- 4. Create a public presentation incorporating written materials and an oral presentation
 

Potential Elements of the Performance:

  - Ability to employ and integrate written and oral communication tactics into one plan
  - Understanding the roles of the written word and the spoken word in the success of a presentation
  - Identification of strengths and weaknesses of written and oral materials within the plan

### III. TOPICS:

1. Application of writing skills into complex documents
2. Desktop publishing as a key communications tool
3. Public Speaking within the PR strategy
4. Incorporating the written and oral word into one plan

### IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Public Relations Writing-7<sup>th</sup> edition-Thomas H. Bivins, ISBN: 978-0-07-351198-6  
 Canadian Press Stylebook, 14<sup>th</sup> edition, ISBN:0-920009-38-7  
 Public Relations Writing and Media Technique, Sixth Edition, Wilcox, ISBN-13: 978-0-205-64828-3

### V. EVALUATION PROCESS/GRADING SYSTEM:

- Three tests valued at 20 percent each
- Desktop publishing assignment valued at 15 percent
- Public speaking presentation valued at 15 percent
- Attendance and assignment completion valued at 10 percent

The following semester grades will be assigned to students:

<b>Grade</b>	<b><u>Definition</u></b>	<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.