

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**SAULT  
COLLEGE**

**COURSE OUTLINE**

**COURSE TITLE:** Field Placement

**CODE NO. :** PEM205 **SEMESTER:** 2

**PROGRAM:** Public Relations and Event Management

**AUTHOR:** James R. Cronin, APR

**DATE:** May 2013 **PREVIOUS OUTLINE DATED:** Sep12

**APPROVED:** "Colin Kirkwood" **DATE:** Sept/13

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**DEAN** **DATE**

**TOTAL CREDITS:** 3

**PREREQUISITE(S):** Successful completion of all PREM courses

**HOURS/WEEK:** TBD by placement location-minimum 30 hours per week

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School of Environment, Technology and Business  
(705) 759-2554, Ext. 2688*

**I. COURSE DESCRIPTION:**

The field placement will take place during the last four weeks of the Public Relations and Event Management program. Students will be placed with local and regional businesses, organizations and charitable groups for the four week period and will have an opportunity to practice their new skills in real-life public relations and event management situations. Appropriate workplace behavior and etiquette will be stressed. A list of organizations that have requested students from this program will be provided to the class and a discussion held regarding placement options.

Students will be evaluated by the host organization on the student's understanding and application of the necessary skills to support PR and event activities within the host location. If a student requests a placement outside of the Sault Ste. Marie area, the college will attempt to find a suitable placement in the desired location.

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

Upon successful completion of the field placement, the student will demonstrate the ability to:

1. Work successfully in a PR and event function within a host organization.

Potential Elements of the Performance:

- Demonstrate understanding of the appropriate PR and event management skills necessary to do the job
- Effectively apply the PR and event management skills to support corporate programs

2. Assimilate quickly into a new team environment.

Potential Elements of the Performance:

- Build a strong working relationship with team members
- Play a leadership role where appropriate within projects
- Demonstrate a commitment to project objectives
- Exhibit interest in and enthusiasm for the position
- Accept suggestions and constructive criticism in an appropriate manner

3. Perform effectively and efficiently within a prescribed work environment.

Potential Elements of the Performance:

- Ability to adapt to changing work conditions
- Dedication to punctuality at the work site
- Arriving prepared for the day's assignments. on-time and prepared

### **III. TOPICS:**

The field placement program will strive to provide students with a workplace environment that utilizes their new skill sets developed during the PREM program. Placement locations will be provided with a list of the course topics that have been completed by the students to help guide job assignments and project work.

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

Students will be encouraged to refer to program text and resource materials as required to assist them in effectively carrying out their duties during the placement period.

### **V. EVALUATION PROCESS/GRADING SYSTEM:**

Successful completion will be determined following a review of the evaluation form completed by the placement location and the timely and satisfactory completion of placement assignments. A standard evaluation form will be used and will be discussed with the student by the employer. The evaluation will allow both the student and employer to measure the success of the work placement. Students may at any time contact their instructor regarding any issues with the placement.

### **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.

**1. Course Outline Amendments:**

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

**2. Retention of Course Outlines:**

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

**3. Prior Learning Assessment:**

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

**4. Disability Services:**

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

**5. Communication:**

The College considers Desire2Learn (D2L) as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of this Learning Management System (LMS) communication tool.

**6. Plagiarism:**

Students should refer to the definition of "academic dishonesty" in Student Code of Conduct. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and

including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

7. Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of March will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

8. Student Portal:

The Sault College portal allows you to view all your student information in one place. mysaultcollege gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

9. Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.