Course Code: Title	PEM206: COMMUNITY AND STAKEHOLDER RELATIONS
Program Number: Name	2170: PUBLIC RELATIONS
Department:	PUBLIC RELATIONS PROGRAM
Semesters/Terms:	19W
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 provided added value to public relations plans.
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: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2170 - PUBLIC RELATIONS** VLO 1 Coordinate and contribute to the planning of public relations activities, including the development of clear, measureable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organization objectives. VLO 3 Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline VLO 4 Produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives. VLO 8 Monitor emerging social and economic trends, and local, national and global issues to guide the planning and implementation of public relations strategies and tactics and support organizational effectiveness, stakeholder relationships and ongoing personal professional development. 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 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.

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	EES 3 Execute mathematical operations accurately.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 10 Manage the use of time and other resources to complete projects.
General Education Themes:	Social and Cultural Understanding
Course Evaluation:	Passing Grade: 50%, D
Books and Required Resources:	Public Relations, Strategies and Tactics by Wilcox Edition: 11th

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Incorporate community and stakeholder relations into a PR and event strategy.	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.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Develop a community-based corporate image program.	Identify the PR 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.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Understand the role of stakeholders in issue management and corporate image.	Describe the key objectives in utilizing stakeholders in identifying and mitigating corporate issues. Define the strategic elements of third party endorsements as a corporate image tool. Discuss the role and impact of stakeholders on corporate image and issues management.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Attendance / Participation	10%	
Community Relations Assignment	20%	
Stakeholder Assignment	20%	
Tests	50%	

Date:	August 22, 2018
	Please refer to the course outline addendum on the Learning Management System for further information.