COURSE OUTLINE: PEM203 - P.R. WRITING 2

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Course Code: Title	PEM203: PUBLIC RELATIONS WRITING - LAB 2
Program Number: Name	2170: PUBLIC RELATIONS
Department:	PUBLIC RELATIONS PROGRAM
Semesters/Terms:	20W
Course Description:	This writing course takes students to the next level of writing proficiency, following up on the first semester writing lab. This course will also introduce students to the basics of desktop publishing and will prepare them to become corporate spokespersons through presentation skills training. Students will develop individual presentations on selected topics and address their classmates with PowerPoint support.
Total Credits:	6
Hours/Week:	6
Total Hours:	90
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 2 Coordinate and contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements 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 6 Engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s). VLO 7 Comply with and support others to work in accordance with relevant professional association and industry codes of ethics, public relations professional standards and practices, and legal obligations, protocols and policies. 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.
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

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		communication.
	EES 5	Use a variety of thinking skills to anticipate and solve problems.
	EES 6	Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7	Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8	Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9	Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 11	Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:	Passing Grade: 50%, D

Books and Required Resources:	Public Relations Writing by Thomas H. Bivins Edition: 8 ISBN: 978-0-07-351198-6

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Play a lead role in the development of well written and effective PR and event materials.	Incorporate key writing elements into all materials. Review and edit materials under tight deadlines. Produce multiple written materials to support a single strategy.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Effectively incorporate desktop publishing into PR and event strategies.	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.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Act as a corporate spokesperson.	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.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
Create a public presentation incorporating written materials and an oral presentation.	Ability to employ and integrate written and oral communication tactics into one plan. Understanding the roles of the written and spoken word in the success of a presentation. Identification of strengths and weaknesses of written and oral materials within the plan.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Attendance/ Participation	10%
Desktop Publishing Assignment	15%
Public Speaking Assignment	15%
Three Tests Valued at 20 Percent	60%

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Date:	June 17, 2019
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.