



## COURSE OUTLINE: PEM205 - FIELD PLACEMENT

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

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| <b>Course Code: Title</b>  | PEM205: FIELD PLACEMENT  |
| <b>Program Number: Name</b>  | 2170: PUBLIC RELATIONS   |
| <b>Department:</b>   | PUBLIC RELATIONS PROGRAM   |
| <b>Semesters/Terms:</b>  | 20W  |
| <b>Course Description:</b>   | <p>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 behaviour 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.</p> <p>Students will be evaluated by the host organization on their 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.</p>  |
| <b>Total Credits:</b>  | 3  |
| <b>Hours/Week:</b>   | 30   |
| <b>Total Hours:</b>  | 45   |
| <b>Prerequisites:</b>  | There are no pre-requisites for this course.   |
| <b>Corequisites:</b>   | There are no co-requisites for this course.  |
| <b>Vocational Learning Outcomes (VLO's) addressed in this course:</b><br><br>Please refer to program web page for a complete listing of program outcomes where applicable. | <b>2170 - PUBLIC RELATIONS</b><br>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.<br>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<br>VLO 3 Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline<br>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.<br>VLO 5 Use research and analytical skills to guide the development of communication objectives and public relations activities, evaluate their impact, and support organizational objectives and stakeholder relationships.<br>VLO 6 Engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s).<br>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 |



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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.
- 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.
- EES 3 Execute mathematical operations accurately.
- EES 4 Apply a systematic approach to solve problems.
- 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 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%, D

**Course Outcomes and Learning Objectives:**

| <b>Course Outcome 1</b>   | <b>Learning Objectives for Course Outcome 1</b>   |
|---|---|
| Work successfully in a PR and event function within a host organization.  | Demonstrate understanding of the appropriate PR and event management skills necessary to do the job.<br>Effectively apply the PR and event management skills to support corporate programs.   |
| <b>Course Outcome 2</b>   | <b>Learning Objectives for Course Outcome 2</b>   |
| Assimilate quickly into a new team environment.                           | Build a strong working relationship with team members.<br>Play a leadership role where appropriate within projects.<br>Demonstrate a commitment to project objectives.<br>Exhibit interest in and enthusiasm for the position.<br>Accept suggestions and constructive criticism in an appropriate manner. |
| <b>Course Outcome 3</b>   | <b>Learning Objectives for Course Outcome 3</b>   |
| Perform effectively and efficiently within a prescribed work environment. | Ability to adapt to changing work conditions.<br>Dedication to punctuality at the work site.<br>Arrive prepared for the day's assignments (on-time and prepared).   |

**Evaluation Process and**



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| <b>Grading System:</b> | <b>Evaluation Type</b> | <b>Evaluation Weight</b> |
|------------------------|------------------------|--------------------------|
|                        | Evaluation Form        | 100%                     |

**Date:** June 17, 2019

**Addendum:** Please refer to the course outline addendum on the Learning Management System for further information.