



COURSE OUTLINE: PEM106 - MEDIA REL/SOC MEDIA

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

Course Code: Title	PEM106: MEDIA RELATIONS/SOCIAL MEDIA
Program Number: Name	2170: PUBLIC RELATIONS
Department:	PUBLIC RELATIONS PROGRAM
Semesters/Terms:	21F
Course Description:	This course will examine the role of the media in public relations strategies and how to develop positive and effective media relations through a clear understanding of the needs and requirements of the media. The course will provide students with training in the Path of Least Resistance method of media relations with case studies and real life scenarios from the day's headlines. Students will learn how to plan and execute a news conference taking into account all of the logistical details and potential issues. The course will also study the growing influence of the social media on media relations programs, and the relationship between mainstream media and Twitter and blog world. Students will examine how organizations can utilize the social media as a communications and issues management tool while creating an awareness of the dangers and pitfalls of social media use.
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:	2170 - PUBLIC RELATIONS
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable 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 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 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 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.



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	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.

General Education Themes: Social and Cultural Understanding
Science and Technology

Course Evaluation: Passing Grade: 50%,
A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources: Public Relations, Strategies and Tactics by Wilcox
Edition: 11

Course Outcomes and Learning Objectives:	Course Outcome 1	Learning Objectives for Course Outcome 1
	Build a social media strategy.	1.1 Understand the role of the social media in PR and event plans. 1.2 Identification of appropriate social media tools in various PR and event strategies. 1.3 Understand the pros and cons, issues and benefits of social media campaigns.
	Course Outcome 2	Learning Objectives for Course Outcome 2
	Understand elements of an effective corporate website.	2.1 Describe the key objectives of a corporate website. 2.2 Define the strategic PR elements that support a corporate website. 2.3 Discuss the role and impact of a corporate website on community and stakeholder relations.
	Course Outcome 3	Learning Objectives for Course Outcome 3
	Develop a Media Relations program.	3.1 Describe the role of the media within PR and Events. 3.2 Discuss the benefits and issues in developing a relationship with the media. 3.3 Identify a series of media relations tactics and strategies.

Evaluation Process and Grading System:	Evaluation Type	Evaluation Weight
	Attendance / Participation	10%
	Media Relations Project	20%
	Social Media Strategy Project	20%
	Tests	50%

Date: July 28, 2021

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

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