



COURSE OUTLINE: PEM201 - RESEARCH

Prepared: Natasha DeActis

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

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| Course Code: Title | PEM201: RESEARCH AS A P.R. AND EVENT TOOL |
| Program Number: Name | 2170: PUBLIC RELATIONS |
| Department: | PUBLIC RELATIONS PROGRAM |
| Semesters/Terms: | 22W |
| Course Description: | This course will take students through qualitative and quantitative research processes and how they can be used as a valuable tool in all aspects of public relations and event management. Students will plan and conduct a focus group session with college students on assigned topics and learn how to utilize public opinion polling to support PR and event strategies. Research is a fundamental tool in the PR and event planning processes. |
| Total Credits: | 4 |
| Hours/Week: | 4 |
| Total Hours: | 0 |
| 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 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 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. |
| | 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 4 Apply a systematic approach to solve problems. |
| | EES 5 Use a variety of thinking skills to anticipate and solve problems. |
| | 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%, |

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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A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:

A Practitioners Guide to Public Relations Research
ISBN: ISBN 978-1-60649-101-0

Course Outcomes and Learning Objectives:

| Course Outcome 1 | Learning Objectives for Course Outcome 1 |
|--|--|
| Conduct a focus group research project from planning to execution. | 1.1 Research and develop focus group objectives. 1.2 Prepare focus group interview questions. 1.3 Conduct interviews with focus group participants. 1.4 Evaluate the results of the focus group and draft a summary analysis and plan of action. |
| Course Outcome 2 | Learning Objectives for Course Outcome 2 |
| Identify a list of research resources including online databases. | 2.1 Familiarity with the various research resources available in both electronic and hard copy versions. 2.2 Understanding of the role of quantitative and qualitative research in the planning process. 2.3 Ability to select the appropriate research resources based on project needs. |
| Course Outcome 3 | Learning Objectives for Course Outcome 3 |
| Identify various research techniques used in PR and Event plans. | 3.1 Understanding of primary and secondary research techniques. 3.2 Ability to integrate research findings into a PR and Event plan to support project objectives. 3.3 Knowledge of the role of research in building credibility with internal and external audiences. |
| Course Outcome 4 | Learning Objectives for Course Outcome 4 |
| Create and execute a public opinion survey. | 4.1 Determine the content and deliverables for the survey. 4.2 Identify the audiences to be included in the survey. 4.3 Develop a public opinion questionnaire to support the plan objectives 4.4 Identify the most effective and/or efficient method of carrying out the survey. 4.5 Ability to execute a survey and analyze results. |

Evaluation Process and Grading System:

| Evaluation Type | Evaluation Weight |
|---------------------------|--------------------------|
| Attendance/ Participation | 10% |
| Focus Group Assignment | 25% |
| Public Opinion Survey | 15% |
| Tests | 50% |

Date:

July 28, 2021

Addendum:

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

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