

I. 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 provide added value to public relations plans.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Incorporate community and stakeholder relations into a PR and event strategy**

Potential Elements of the Performance:

- 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.

2. **Develop a community-based corporate image program**

Potential Elements of the Performance:

- Identify the public relations 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.

3. **Understand the role of stakeholders in issue management and corporate image**

Potential Elements of the Performance:

- Describe the key objectives in utilizing stakeholders in identifying and mitigating corporate issues
- Define the strategic elements of third party endorsement as a corporate image tool
- Discuss the role and impact of stakeholders on corporate

image and issues management.

III. TOPICS:

1. Community Relations Planning
2. Corporate Image program
3. Stakeholder Strategies
4. Third Party Endorsement tools

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Public Relations-Strategies and Tactics 10th Edition Wilcox/Cameron ISBN
13: 978-0-205-77088-5

V. EVALUATION PROCESS/GRADING SYSTEM:

- Three written tests valued at 20 percent each
- Community Relations Plan assignment valued at 20 percent
- Stakeholder Strategy valued at 20 percent

The following semester grades will be assigned to students:

Grade	Definition	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations	

	with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

VI. SPECIAL NOTES:Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.