



**COURSE OUTLINE**

<b>COURSE NUMBER:</b>	<b>DPS 16085 1801</b>
<b>COURSE NAME:</b>	<b>Public Relations Fundamentals II</b>
<b>COURSE PRE-REQUISITE(S):</b>	<b>Public Relations Fundamentals I</b>
<b>INSTRUCTOR:</b>	<b>Jill Knaggs</b>
<b>INSTRUCTOR CONTACT:</b>	<b>Via NEXUS email</b>
<b>DATES AND TIME:</b>	<b>March 20 – May 1, 2019</b> <b>6 Wed, 9:00 a.m. – 4:00 p.m.</b>
<b>EXAMINATION DATES:</b>	<b>No Examination</b>

*Authorized equipment for all exams will be pens, pencils, and eraser. Unauthorized equipment or material will include all electronic devices, including cell phones and written course material. Your instructors may authorize additional material or equipment for this course.*

**Photo ID will be required for all PACE exams.**

<b>TECHNOLOGY REQUIREMENTS:</b>	<b>Laptop required</b>
<b>REQUIRED READINGS:</b>	<b>Wilcox, D. Cameron, G., &amp; Reber, B. (2014). Public relations: Strategies and tactics. (11th ed.). Pearson</b>

**Consult the bookstore [website link](#) for the most recent textbook edition**

**NEXUS:**

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus; if not, materials, if applicable, are available in class.

**HUMAN RESEARCH REQUIREMENT:** The TCPS 2 Tutorial Course on Research Ethics (CORE): <http://www.ethics.gc.ca/eng/education/tutorial-didacticiel/>

Students are required to complete the online tutorial and must submit the certificate of completion issued to the instructor once they have successfully passed the course.

## COURSE DESCRIPTION:

This dynamic course applies the theory of public relations learned in PR Fundamentals I to real-life practical application. With the instructor's guidance, students will embark on a course-long group project to develop a Strategic Public Relations Plan for an actual Winnipeg-based organization, and will be required to "pitch" their plan to the client on the last day of class.

This hands-on course will be supplemented with further learning to enrich the group project. Topics covered will include: corporate communications; brand building; crisis, issue and reputation management; PR tactics; and global public relations. These topics will be explored through case studies and examples in the news and will span the myriad of sectors in which PR is at play.

Special emphasis will be given to social media marketing and its vital role within PR.

## LEARNING OUTCOMES:

On completion of this course, students will:

- Develop and "pitch" a detailed Strategic Public Relations Plan;
- Understand the process of PR at a higher level and use theory and strategy to solve PR challenges and achieve organizational goals;
- Understand public relations activities in a broad range of sectors;
- Engage in social media marketing and understand how to apply this knowledge to PR campaigns;
- Anticipate and prepare for crisis and manage messages to prevent volatile situations;
- Choose appropriate and ethical PR tactics.

## DISCLAIMER:

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

## LECTURE SCHEDULE:

SCHEDULE DATES	LECTURE TOPICS	REQUIRED READINGS
Class 1 Wednesday, March 20, 2019	<ul style="list-style-type: none"><li>• Welcome, course overview, review of course objectives and learning outcomes</li><li>• Review course assignments and grading</li><li>• Discussion on PR Fundamentals I – group recap of students' learning to date</li></ul> <p><b>A deeper look at PR</b></p> <ul style="list-style-type: none"><li>• Practical realities (client side vs agency life)</li><li>• Big picture trends in PR</li><li>• Understanding the brand</li></ul>	Pre-reading: Ch. 1-4

	<ul style="list-style-type: none"> <li>• The importance of breadth and depth</li> <li>• Finding the essential insight</li> </ul> <p><b>Review of the PR Process</b></p> <ul style="list-style-type: none"> <li>• Overview of the process of PR</li> <li>• Elements of a Strategic PR Plan</li> <li>• Discussion on Strategic Publication Relations Planning – group recap of students’ learnings to date</li> </ul> <p><b>Human Research Expectations and Completion of the CORE Tutorial</b></p> <p><i>Brief for Strategic Public Relations Plan: Groups assigned, assignment explained (including individual, group, pitch and post-project reflection components)</i></p> <p><b>Getting started on your group project: pre-work and client meeting prep – focus on Developing Situational Analysis, Defining and Creating Objectives.</b> In-class group work scheduled from 2:30– 3:30. Attendance by all group members during this time is critical for the success of the project</p> <p><i>Mini PR Plan: Assignment handed out and discussed.</i></p> <p><i>Assignments: Due next class</i> Preparations for client meetings, Mini PR Plan (20%)</p> <p><i>Reminder: No class Wednesday, March 27</i></p>	
<p>Class 2 Wednesday, April 3, 2019</p>	<p><b>Corporate Communications, Research and the PR Professional, Public Opinion and Persuasion</b> <i>What’s going on in the news this week?</i> <i>What’s going on in PR this week?</i></p> <p><b>Corporate Communications</b></p> <ul style="list-style-type: none"> <li>• The many sides to an issue</li> <li>• Gaining credibility and public trust</li> <li>• The roles of media relations, customer relations, employee relations, investor relations and community relations in contributing to corporate health</li> <li>• Annual Reports, Quarterly Reports, AGMs, Roadshows</li> <li>• Corporate social responsibility</li> <li>• Working with the CEO</li> </ul> <p><b>Client meeting for Strategic Public Relations Plan</b></p> <p><b>Research and the PR professional</b></p>	<p>Ch. 17, 5, 9</p>

	<ul style="list-style-type: none"> <li>• A deeper look at applied qualitative and quantitative research methods</li> </ul> <p><b>Public Opinion and Persuasion</b></p> <ul style="list-style-type: none"> <li>• Factors in persuasive communications</li> <li>• Ethical considerations</li> </ul> <p><b>Defining Publics and Developing Strategy</b> In-class group work scheduled from 2:30– 4:00. Attendance by all group members during this time is critical for the success of the project</p>	
Class 3 Wednesday, April 10, 2019	<p><b>Crisis Communications, Assessment and Planning</b> <i>What's going on in the news this week?</i> <i>What's going on in PR this week?</i></p> <p><b>Communicating Under Crisis, Issues Management</b></p> <ul style="list-style-type: none"> <li>• Strategies in conflict management and crisis communication</li> <li>• Developing crisis communication plans</li> </ul> <p><b>Program planning</b></p> <ul style="list-style-type: none"> <li>• Approaches to planning</li> <li>• Revisiting the elements of a program plan</li> <li>• Defining Project Length and Budget (budgets – chicken or the egg, practical limitations)</li> </ul> <p><b>Planning and budgeting</b> In-class group work scheduled from 2:30 – 4:00 pm. Attendance by all group members during this time is critical for the success of the project.</p> <p><i>Assignments: Due before class 4</i> <i>Strategic PR Plan – individual component (25%)</i></p>	Ch. 6, 10, 11
Class 4 Wednesday, April 17, 2019	<p><b>Communication</b> <i>What's going on in the news this week?</i> <i>What's going on in PR this week?</i></p> <p><b>Awareness Campaigns and Communications Tactics</b></p> <ul style="list-style-type: none"> <li>• Brave new world – PR and ICM</li> <li>• Budgets, big and small</li> <li>• Tactics for building awareness</li> <li>• Media relations tactics</li> <li>• Social media tactics</li> <li>• Special events and promotions</li> <li>• Using public meetings as PR opportunities</li> <li>• Stunts</li> </ul>	Ch. 7, 13-16

	<ul style="list-style-type: none"> <li>• Celebrities and influencers</li> <li>• Meeting and Event Planning, including Critical Paths</li> <li>•</li> </ul> <p><b>PR Campaigns That Changed the World</b></p> <p><b>Developing Communications Tactics, and Media Materials and Collateral for Client</b></p> <p><b>The “practical” context</b></p> <ul style="list-style-type: none"> <li>• Communications / content / editorial tools and calendars – a real-world perspective</li> <li>• PR tactics in various contexts; interdepartmental cooperation challenges and opportunities</li> <li>• A word on legal, insurance issues</li> </ul> <p><b>Communication Tactics and Timing</b> In-class group work scheduled from 2:30-4:00. Attendance by all group members during this time is critical for the success of the project</p>	
<p>Wednesday, April 24, 2017</p>	<p><b>Evaluation</b> <i>What’s going on in the news this week?</i> <i>What’s going on in PR this week?</i></p> <p><b>Evaluation</b> MBO Metrics and measurements Elevating PR to the C-Suite</p> <p><b>PR in Various Sectors</b></p> <ul style="list-style-type: none"> <li>• Private sector</li> <li>• Entertainment, Sports and Tourism</li> <li>• Politics and Government</li> <li>• Global Public Relations</li> <li>• Non-Profit, Health and Education</li> </ul> <p><b>Career Q &amp; A</b></p> <ul style="list-style-type: none"> <li>• A practical look at finding work in the field</li> <li>• Tools for staying current in a fast-changing industry</li> </ul> <p><b>Evaluation and post-project management</b> In-class group work scheduled from 2:30– 4:00. Attendance by all group members during this time is critical for the success of the project.</p> <p><i>Assignments: Due before class 6</i> <i>Strategic PR Plan – group component (25%)</i></p> <p><i>Pitches: Presented during class 6</i></p>	<p>Ch. 8, 17-21</p>

Wednesday, May 1, 2019	<p><b>PR Pitches</b>  <i>What's going on in the news this week?</i>  <i>What's going on in PR this week?</i></p> <p><b>Individual Reflection.</b> <i>Assignment handed out and explained</i></p> <p><b>Client pitches</b></p> <p><b>Post-course hansei</b></p> <p><b>Assignments: Due within 48 hours</b>  Strategic PR Plan – post-project reflection and accomplishment statement(s) (10%)</p>	None
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**Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.**

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

**VOLUNTARY WITHDRAWAL:**

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student's responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

**METHOD OF EVALUATION:**

VALUE	ITEM OF WORK	DUE DATE
20%	Mini PR Plan	11pm, Sunday March 31, 2019
25%	Strategic PR Plan – Individual Component	11pm, Sunday April 14, 2019
25%	Strategic PR Plan – Group Component	11pm, Sunday, April 28, 2019
15%	Strategic PR Plan – Client Pitch	In class, Wednesday, May 1, 2019
10%	Strategic PR Plan – Post-Project Reflection & Accomplishment Statements	11pm, Friday, May 3, 2019

5%	Participation	Throughout
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**All applicable assignments must be typed, as well as formatted and referenced according to APA 6<sup>th</sup> Edition specifications. See the policy on the UWINNIPEG Academic Writing Standards.**

**MINIMUM GRADE:**

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

**PARTICIPATION:**

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

**PARTICIPATION GRADE RUBRIC:**

<b>GRADE</b>	<b>CHARACTERISTICS / DESCRIPTION</b>
1	Displays most or many of the following: Does not participate in class discussion. Does not ask questions. Does not listen when others speak or interrupts discussion. Is distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations etc.). Is almost never prepared. Misses all or nearly all classes, is late for all, or nearly all, start of the class, or is late returning from breaks.
3	Displays most or many of the following: Is present, but responds minimally when asked directly. Is adequately prepared for class, but does not analyze or provide interpretation. Rarely asks questions, and does not always listen when others speak; is sometimes distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations, etc.). Is often absent or often late for the start of the class or returning to class after break
5	Displays all or nearly all of the following: Very well prepared – read materials and relates it to other materials (readings, course material, discussions, experiences, etc.). Evaluates and analyzes material, and offers new and insightful approaches. Significantly contributes to discussion – listens to classmates and provides further analysis to maintain discussion. Very active discussion. Attends every class, is never late for the start of class or returning from break. Is always, or nearly always, attentive to class discussions and the instructor, never uses cell phone, computer or engages in sidebar conversation.

## **RESEARCH POLICY:**

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

## **POLICY FOR LATE ASSIGNMENTS:**

- All assignments will be given a due date.
- Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.
- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

## **STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:**

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

**It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.**

## **ACADEMIC MISCONDUCT:**

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

## **UWINNIPEG RESPECTFUL LEARNING POLICY:**

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at [www.uwinnipeg.ca/respect](http://www.uwinnipeg.ca/respect).

## **ACADEMIC ACCOMMODATIONS:**

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or [accessibilityservices@uwinnipeg.ca](mailto:accessibilityservices@uwinnipeg.ca) to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

## UWPACE GRADING SYSTEM:

<b>Letter Graded</b>	<b>Percentage</b>	<b>GPA</b>	<b><u>Pass/Fail</u></b>	
<b>A+</b>	<b>96-100</b>	<b>4.50</b>	<b>P</b>	<b>Pass</b>
<b>A</b>	<b>91-95</b>	<b>4.00</b>	<b>F</b>	<b>Fail</b>
<b>A-</b>	<b>83-90</b>	<b>3.75</b>	<b><u>Non-Graded</u></b>	
<b>B+</b>	<b>75-82</b>	<b>3.50</b>	<b>CP</b>	<b>Certificate of Participation (75% Attendance)</b>
<b>B</b>	<b>70-74</b>	<b>3.00</b>	<b>NC</b>	<b>No Certificate of Participation</b>
<b>C+</b>	<b>66-69</b>	<b>2.50</b>	<b><u>Special Designations</u></b>	
<b>C</b>	<b>57-65</b>	<b>2.00</b>	<b>I</b>	<b>Incomplete</b>
<b>D</b>	<b>50-56</b>	<b>1.00</b>	<b>TC</b>	<b>Transfer Credit</b>
<b>F</b>	<b>&lt;50</b>	<b>0.00</b>	<b>S</b>	<b>Standing</b>

### **DISCLAIMER:**

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.