

## Course Outline

### Course Code, Number, and Title:

**MARK 3250: Public Relations**

### Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

**Credits: 3**

**Transfer Credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, and Corequisites:

This 3<sup>rd</sup> Year Public Relations course has been developed to provide students with an understanding of the role public relations plays within a variety of types of organizations. This course is aimed at preparing students to identify the key stakeholder groups for a company such as Employees, Customers, Shareholders, Government, Communities and the Media. In addition, the course allows students to develop applied media relations skills such as writing news releases, preparing media kits and developing a video news release.

The course content is taught using videos, PowerPoint slides, class discussions, articles and case studies. The assignments are designed to have students apply the principles discussed in class.

The Final Project requires the students to work in groups of 4 students to develop a full crisis communications response. The students come up with their own crisis and then proceed to develop the key messages, media kit (news release, backgrounder, Q&A sheets) and prepare a Video News Release. The final project brings together all of the theory taught in the course and requires the students to directly apply the principles.

Prerequisite(s): Completion of a minimum 54 credits including MARK 1115 with a minimum "C" grade, and 6 credits of university-transferable English or Communications with a minimum "C" grade; and a minimum "C" grade in CMNS 2228.

### Learning Outcomes:

Upon successful completion of this course, students will be able to

- Explain the history of the PR industry.
- Explain the role of public relations
- Explain the distinctions and relationships between the types of key stakeholders for a variety of organizations
- Demonstrate the tools of the trade by preparing a news release, media kit, video news release and speech to execute an overall Crisis Communication Plan
- Apply the principles of public relations in an ethical and strategic manner.

**Instructor(s): TBA**

**Office: TBA**

**Phone: TBA**

**Email: TBA**

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**Office Hours: TBA**

**Textbook and Course Materials:**

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit [https://mycampusstore.langara.bc.ca/buy\\_courselisting.asp?selTerm=318](https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=318)

*Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

**Assessments and Weighting:**

Final Exam %

Other Assessments %

(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

**Grading:**

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

**Detailed Course Schedule:**

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

**College Policies:**

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

**Departmental/Course Policies:**