

PBRL2288: Co-op term II

Course syllabus – Winter 2025

| Course information | |
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| Section number: | PBRL 2288.02 |
| Course dates: | 6 January – 7 April 2025 |
| Location: | Online, asynchronous delivery |
| Co-op faculty advisor: | Roy Jamieson BA MPR |
| E-mail: | roy.jamieson@msvu.ca |
| Telephone: | 902-223-5342 |
| Office hours: | Tuesdays and Thursdays 9:30 – 11:30 a.m. at McCain 306B, or by appointment |
| Prerequisite: | PBRL 3012, 3013, 3014, COMM 3022 or permission of the department |

Our course

As you begin your second co-op work term, it will be important to think about how you can further develop your public relations skills. The course work for this term encourages you to seek opportunities to develop and apply your strategic thinking skills within the context of your co-op position and allows you to articulate those skills in online discussion with your peers and by developing a case study.

Your work term is more than just a job. Your co-op employer is an educational partner, giving you the opportunity to advance your academic and professional goals, adapt to change and build your confidence. The assignments for PBRL 2288 require you to reflect upon the application of communication theory in the workplace. During the semester you will use Moodle to take part in discussions about public relations practice with your peers and your co-op faculty advisor. You will also submit an individual case study in which you will use theory and/or precedent to analyze a particular project, issue, product or activity in which you were involved, or which you observed, during your time in the workplace.

Objectives

By the end of this course, you will be able to:

- identify specific aspects of the PR practitioner's function and responsibilities;
- articulate learning objectives relevant to your job description and career interests;
- reflect and document your co-op work term experience;
- communicate with other practitioners in a professional manner using an online platform;
- receive and provide peer support as you and your fellow co-op students reflect on your experience;
- remain connected with your co-op peers and the co-operative education program even though you are not on campus;
- engage your co-op faculty advisor throughout the work term by sharing information, providing mutual feedback, and receiving professional and academic advice and support; and
- understand and apply the concepts you were taught in your public relations courses, notably PBRL 3014 (*Managing Organizational Public Relations*).

Our learning



We will use our [Moodle home page](#) to engage in online discussion and to submit assignments. You will find there the most up-to-date schedule of content, course resources and supplementary readings, and reminders and announcements. Remember to visit the Moodle site regularly for the most up-to-date information about the course.



We will meet once using the Class Collaborate platform. You'll find the link on our course Moodle page. Log into the class before the scheduled start time and be prepared to participate fully using your webcam and microphone.



The University asks us to use our MSVU e-mail addresses for electronic communications.

If I need to communicate with you by e-mail, I will use your Mount Outlook account. Please be sure to check your e-mail regularly.

Learning environment

During your co-op term, you will participate in course work that is designed to connect your classroom learning with your professional on-the-job training.

- **Seminar** - Early in the semester, we will come together for a short Collaborate seminar to discuss your work experience and our expectations going forward.
- **Discussion** - During the work term, you will participate in a series of three discussions on PR theory and practice. You will post original submissions of 500-600 words to a Moodle forum, and you will read and respond to the posts of the faculty advisor.
- **Case study** - At the conclusion of the work term, you will develop a unique case study, in which you analyze and reflect on a specific case of public relations practice that you have experienced or observed. The case study is an essay of about 1500-2000 words (six to eight pages) that draws on your experience or your observation of a project, program or issue in your workplace. We'll discuss the details of the case study during our Collaborate seminar.

Projected timeline

Following are the proposed dates for our activities for this term. Any changes or updates can be found on the course Moodle page.

| | Original submissions/activities | Respond to others |
|---|--|-------------------|
| 1 | Wednesday, Jan. 22 – <i>Collaborate seminar</i> (time TBC) | |
| 2 | Wednesday, Jan. 29 – <i>Forum topic 1</i> | Tuesday, Feb. 4 |
| 3 | Wednesday, Feb. 26 – <i>Forum topic 2</i> | Tuesday, March 4 |
| 4 | Wednesday, Mar. 26 – <i>Forum topic 3</i> | Tuesday, April 1 |
| 5 | Friday, Apr. 11 – <i>Case study</i> | |

Etiquette and privacy

- Any of the content you post to your Moodle forum will be visible to other students and the co-op faculty advisor. Case study papers are seen only by the faculty advisor.
- Always remain professional and respectful in your writing, including your discussion with your colleagues.
- Always respect the privacy of your workplace and be careful not to include information that is personal, commercially sensitive, protected or confidential.
- The faculty advisor has the right to remove any Moodle posts which do not abide by these above-mentioned expectations for respect, etiquette and privacy.
- Check and recheck grammar and spelling before you post your discussion responses and comments.
- You must provide appropriate citations whenever you include the opinions or work of others.
- Complete your course work on your own time, not on your employer's time.

Learning supports

If you need any help with any of Mount Online learning technologies, please email helpdesk@msvu.ca or visit [Online Learning](#).

The university offers a variety of resources, services, strategies and practices to support learning. If you require academic accommodation, please contact me and [Accessibility Services](#) as early in the term as possible. A list of other student support services is available at: www.msvu.ca/campus-life.

Your faculty advisor

My goal is to encourage learning by helping you to expand your critical thinking skills. I welcome open, respectful, and informed discussion and debate. You should expect an environment where your participation is encouraged and valued, and where you are free to question and explore new ideas. I am always open to your feedback, ideas and recommendations to improve your learning experience.

Expectations

You can expect the following from me as your instructor in this class:

- I will communicate clearly and will post information on time.
- I will maintain a respectful discussion environment that encourages learning for all students.
- I will provide grades and feedback within 10 days of submission. (If you have a question about the way you have been assessed, please contact me within 10 days after the assignment is returned.)

I expect the following from you as a student in this class:

- You will submit required assignments and responses on time.
- You will attend and engage in all our required activities and notify me in advance if you cannot meet a deadline.
- You will prepare by reading all the assigned materials and being ready to engage fully in activities and discussions.

Contact

I encourage you to get in touch at any time you need assistance, feedback or just a sounding board about your learning or professional practice. We can set a time to meet by phone or online. Contact me by phone or text at 902-223-5342 or by e-mail at roy.jamieson@msvu.ca.

Tracking our progress

I will strive to provide feedback to help you to identify your major learning strengths and current learning needs. My aim will be to focus on efforts you might make to take the next steps towards advancing your learning and to provide you with a manageable path forward.

You will receive a grade of “pass” or “fail” for your work term. To receive a grade of “pass” you will:

- receive an end of term evaluation of “satisfactory” or higher from your co-op employer;
- satisfactorily complete and submit all assigned course work; and
- achieve an acceptable standard of participation in your course work.

Without successfully completing all the assigned exercises, you will not earn a pass for PBRL 2288.

A failing grade in a co-op program results in dismissal from the program.

University advisories

Missed deadlines or assignments

All assignments must be submitted and achieve a satisfactory standard to successfully complete PBRL 2288. We will adhere to the assignment deadlines unless there are extraordinary circumstances. If you believe you will be unable to meet a deadline, discuss it with the co-op faculty advisor *in advance*. It may be possible for us to make alternate arrangements if your difficulty is a valid one.

You may be asked to re-submit your work if it does not meet the stated objectives but could receive a passing grade with revisions. Revised work must be submitted within five days after the co-op faculty advisor returns it to you. You will have only one chance to re-write a work term assignment. **Failure to revise the submission to a satisfactory level will result in a failing grade for the co-op term.**

Writing policy and use of language

Correct use of language is one of the criteria included in the evaluation of all written assignments.

Basic writing competency is required to pass this course. The obligation to meet the minimal standard lies with the student. If a faculty member determines that a student's basic writing competency falls below the minimum standard for the course, the student will fail the course.

Academic integrity

You play a vital role in contribution to and maintaining the culture of academic integrity expected of everyone at MSVU. University regulations on plagiarism and cheating and other academic offences will be strictly enforced. These regulations, including applicable procedures and penalties, are detailed in the Academic Calendar under "Academic Offences". It is your responsibility to make yourself familiar with these regulations and consequences.

Research ethics

Students who conduct research involving human participants must have their research reviewed in accordance with the [MSVU Policies and Procedures for Ethics Review of Research Involving Humans](#) before starting the research. Check with your course professor or Chair of the Department about proper procedure.

Use of course material

Please observe the following:

- Course material to which you are granted access in this course is only to be used for this course.
- Material that you submit as part of the requirements of this course cannot be used to complete the requirements of another course, without the express permission of the instructor of the second course. This constitutes cheating as stated in the Academic Calendar.
- Students do not have permission to upload course material to any external websites or share with others, unless expressly permitted to do so by the instructor. If you require further clarification about using materials from this course in other contexts, please contact the instructor.
- Under no circumstances are students permitted to provide anyone not registered in this course with access to the Mount Online course site established for the course.

Accommodations

If you have a disability and require academic accommodations, you should register with [Accessibility Services](#) as early as possible in order to receive accommodations.

Religious observances

Requests for accommodation of specific religious or spiritual observance must be presented in writing to the instructor within the first two weeks of class.