



**Mount Saint Vincent University
Faculty of Professional Studies
Department of Communication Studies
PBRL 2299 (01) – Work Experience 2
Fall 2024**

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Meeting Time/Classroom:	No Scheduled Meeting Time
Moodle:	https://learn.msvu.ca/login/index.php
Office Hours:	By Appointment
Prerequisite:	Completion of 14.0-16.0 units of course work

Course Description

A 13-18-week term of full-time, paid career-related experience in an organizational setting: corporate, non-profit, or government. Students will work with industry professionals who will provide feedback to the University on the student's performance and development. The student will be required to set learning objectives and complete a work term project.

Key Learning Outcomes

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 work experience job description and career interests;
- reflect and document your work experience term learning;
- communicate with other practitioners in a professional manner using an online platform;
- receive and provide peer support as you and fellow work experience students reflect on your learning;
- remain connected with your work experience peers and the work experience program even though you are not on campus;
- engage with your faculty advisor throughout the work experience term by sharing information, providing mutual feedback, and receiving professional and academic advice and support; and
- understand and apply the concepts you have learned in previous public relations courses.



Learning Technologies

Our course has a Moodle page. We will use this Moodle page to engage in online discussion and I will post reminders and other resources there. Please ensure you visit the course Moodle site regularly!

If you need assistance with Moodle, Collaborate, or any other online learning technology, please email online@msvu.ca. General support requests will be responded to by the next business day. Urgent requests, such as those affecting your ability to participate in a class, will be responded to as soon as possible.

Learning Supports

Your learning is at the center of this course. The Mount is committed to supporting you as a unique learner. The university offers a variety of resources, services, strategies and practices to support equal opportunities for learning. If you require academic accommodation, please contact me and [Accessibility Services](#) as early in the term as possible. I encourage you to utilize the variety of learning supports provided by the Mount to assist and to help you continue to develop as a learner. Please see Appendix A for additional information on the list of free and confidential services available at our university.

Course Conduct

Professional and respectful behaviour and communication is expected at all times. While engaging with on our Moodle page, it is important to remember the following:

- Any content you post to the Moodle forum will be visible to any other students and myself as the work experience faculty advisor.
- Always remain professional and respectful when communicating with myself and any peers.
- 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.
- Complete your course work on your own time; do not do the work while you are in the workplace.

Assessment & Activities

You will receive a grade of pass or fail for your work experience term. To receive a grade of pass, you must receive an end of term evaluation of satisfactory or higher from your employer and satisfactorily complete and submit all assigned course work.

Note: Without successfully completing all of the assigned exercises for this course, you will not



pass PBRL 2299. **A failing grade in a work experience term results in dismissal from the program.**

Activity: Check-In Meetings

At least three times over the course of the semester, we will meet online for approximately 20-30 minutes to discuss the work experience term. We will schedule a check-in for each of September, October and November. We will use these check-in meetings to set expectations, discuss any issues and talk about the work experience project. We will schedule our three meetings together by email in the first two weeks of the term. Note that these are a mandatory requirement of the work experience term.

Activity: Work Experience Report

At the conclusion of the work experience term, you will reflect on your personal growth as both a student and a practitioner of public relations by completing a work term report. This reflective report may be in written form, or use video and/or audio. The report is intended to encourage you to look at your work experience term as a whole and what that experience has meant to you. You will also think about how you would advise a student coming into the program for the first time. The general outcomes for the work experience program (shared below) may be helpful for your reflective process. We will discuss the full guidelines and details of the report during our first check-in meeting.

Academic Outcomes	Professional Outcomes	Personal Outcomes
<p><i>You will develop:</i></p> <ul style="list-style-type: none"> ✓ the ability to integrate classroom theory with workplace practice ✓ greater clarity about your academic goals ✓ academic motivation 	<p><i>You will develop:</i></p> <ul style="list-style-type: none"> ✓ clarity about your career goals ✓ understanding of workplace culture ✓ workplace competencies ✓ new or advanced skills 	<p><i>You will develop:</i></p> <ul style="list-style-type: none"> ✓ greater maturity ✓ understanding of your strengths and weaknesses ✓ your interpersonal skills ✓ your lifelong learning skills

NOTE: The Mount's **Undergraduate Course Guidelines for Grading** can be found under section 2.2.20 at the following link: <https://www.msvu.ca/academics/university-academic-calendars/undergraduate-academic-calendar/regulations/>

NOTE: Your instructor may change the course requirements (if this proves necessary and reasonable) as well as the marking scheme with the consent of the Dean of Professional Studies and with reasonable notice to students taking this course.

Department Writing Requirement Policy: 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.



University Advisories

Scheduling Conflicts

If a student has a scheduling conflict with any aspect of the course, notably an assignment deadline or an examination, please contact your instructor in advance (1 week ahead) of the relevant deadline to request consideration for accommodation.

If a student has overlapping final exam times, a work commitment that cannot be changed, or is scheduled to write three exams in three consecutive writing times, an [Exam Conflict](#) form should be submitted to the Registrar's Office. Documentation may be required.

Accommodations

Students who have disability and who require academic accommodations must 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.

Course Material

This course may contain material that some may find disturbing and/or challenging to read, view or discuss. At any time in the course if you feel uncomfortable with the course material or discussions please contact your instructor.

Use of Course Material

As a student in this course you should 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 expressed 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.

Only students registered in this Mount Online course site are permitted to view, download, upload, comment or otherwise participate in this course site.

Use of Language

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



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

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

Class Attendance

Regular attendance is expected of students at all classes; the Mount recognizes the significance of attendance by stating it in the [Academic Calendar](#).

Class Cancellations

Cancelled classes will be indicated on the class cancelation line at (902) 457-6566 and on the [website](#).

Online Class Recordings

Online classes held in Collaborate may be recorded and your image, voice, and name may be included in the recording. By remaining in the recorded session you are consenting to the creation of the recording and its use for educational purposes in the course it was created. Recorded classes will not be used outside the class context or for other purposes without consent.

Distance Student Examination

When an on-campus examination is scheduled in an online course, only students who reside 100km away or more from the Mount may write at an approved proctor site. Students must submit the [Proctor Site Request form](#) within two weeks from the first day of the fall and winter terms and one week for summer session 1 and 2. For additional important information on finding and requesting an approved proctor, please see the Registrar’s Office page on [Examinations](#).

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The Mount Teaching and Learning Centre and Online Learning (2018). *Mount Saint Vincent University Course Outline Template*. Mount Saint Vincent University: Halifax, Nova Scotia. Template last revised July 2020.





Appendix A – Student Services

Indigenous Student Centre (Kina'masuti aqq Apognamasuti)

45 Melody Drive
(902) 457-6228
coordinator.isc@msvu.ca

The [Kina'masuti aqq Apognamasuti](#) (Learning and Help) Indigenous Student Centre strives to provide an opportunity to empower, encourage, and educate students of all nations in an environment rooted in Indigenous cultures and values, while providing a place to study and hang out.

Accessibility Services

Library, lower level, room 141
(902) 457-6567
accessibilityservices@msvu.ca

Our team supports over 500 students by promoting self-advocacy and an equitable learning environment. They are dedicated to adapting the academic environment. Some examples of disabilities we support include, physical and learning disabilities, medical conditions, vision and hearing loss, ADHD, and mental health.

Black Student Support

Seton 314
(902) 457-5547
blackstudentsupport@msvu.ca

Whether you are a Black student from Canada or an international destination, there will likely be times when you are in need of some support at the Mount. Our Black Student Support Advisor is here to help.

Career Services

McCain 304
(902) 457-6567
counselling@msvu.ca

We offer a variety of career-related services for students, employers and faculty. Whether you need help making a career decision, job searching, or are wondering what you can do with your degree, we can help you plan a realistic career path.

Centre for Academic Advising & Student Success

Seton 303
(902) 457-6657
advising@msvu.ca

A centralized location where academic advisors, the Mount 101 coordinator and peer mentors are available to provide academic support to undergraduate students. Equipped with workstations, the Centre is a hub for advising activities and academic support programs on campus.



[Counselling Services](#)

Library, lower level, room 141
(902) 457-6567
counselling@msvu.ca

Our Counselling Services team provides free personal counselling to any registered Mount student in a relaxed and confidential environment. We have a number of services available so that the needs of each student are addressed by highly skilled and professional staff.

[Financial Aid](#)

Evaristus 207-K
(902) 457-6351
financial.aid@msvu.ca

We are dedicated to helping students reduce their financial barriers to a high quality, post-secondary education by assisting with everything from budgeting to bursaries and scholarships. We can provide support and direction to all of the information you need!

[Financial Services](#)

Evaristus 206 & 211
(902) 457-6277
financial.services@msvu.ca

You've likely discovered that paying for your education will be the first major financial decision you will make. It doesn't have to be overwhelming. The Mount is one of the most affordable places to get an education, and we've helped many students figure out a way.

[International Education Centre](#)

Seton Annex
(902) 457-5982
international@msvu.ca

The Mount's International Education Centre offers personal, academic, cultural, and immigration advising to international students and any student or faculty wishing to study, research or conduct projects abroad. The IEC is also home to the university's English as an Additional Language Programs.

[IT&S Help Desk](#)

Library, lower level, room 106
(902) 457-6538
helpdesk@msvu.ca

There are many technology services available to assist you with your studies, including, Wi-Fi, access to over 200 computers, and fully equipped classrooms for your presentation needs. With Office 365 you can access your email, calendar and 1TB OneDrive storage.



[Learning Strategist](#)

Seton 346
(902) 457-6358
learning.strategist@msvu.ca

The university experience is one full of excitement, challenges and changes. The Mount's Learning Strategist can recommend strategies to become a more effective learner. They can help with managing time, getting organized, setting goals, study skills, and more!

[Library](#)

E. Margaret Fulton Building (EMF)
(902) 457-6250
library@msvu.ca

Whether on campus or online, we have the scholarly content to assist you with your research and coursework. The dedicated team of library staff take pride in offering quality services and academic resources to meet the teaching, learning and research needs of the Mount community.

[Mount 101](#)

Evaristus 201-D
(902) 457-5511
mount101@msvu.ca

Your survival guide for your first year at the Mount. The online program and your Mount Mentor will help you find your success! Visit msvu.ca/mount101 for more information.

[Print Shop](#)

Seton 315
(902) 457-6135
print.shop@msvu.ca

The Mount Print Shop is a dedicated resource supporting the Mount community with high-quality, confidential and expedited print services. We maintain industry leading standards in all products and services. Contact us for a quote on your next project.

[Registrar's Office](#)

Evaristus 204 & 207
(902) 457-6117
registration@msvu.ca

The Registrar's Office staff are here to assist you from initial inquiry for admission through to the proud day you graduate. We are involved in all aspects of academic life, including: admissions, enrolment, retention, exams, convocation, and academic policies.

[Residence Life](#)

Evaristus 201-A
(902) 457-6356
residence@msvu.ca



Living in residence will add a whole new dimension to your university years! Apart from the convenience of living close to all campus resources, you will also have the opportunity to become more involved in campus life.

[Student Health Services](#)

Assisi Hall, second floor
(902) 457-6354

Student Health Services are committed to treating all patients with the highest level of respect and confidentiality. It is a convenient on-campus alternative for students who are unable to see their family doctor. Please visit the MSVU Student Health website for more info.

[Writing Centre](#)

Library, room 203
writing@msvu.ca

The Writing Centre offers appointments on weekdays and weekends as a free service for all Mount students, faculty, and staff. Experienced tutors help students with all academic written work – including, presentations, slides, speeches, and research papers.