



**Mount Saint Vincent University  
Faculty of Professional Studies  
Department of Communication Studies  
PBRL 3388 (01) – Co-op Term III  
Fall 2024**

<b>Instructor:</b>	<b>Ellen C. Shaffner</b> Phone: (902) 457-6689 ✉ <a href="mailto:ellen.shaffner@msvu.ca">ellen.shaffner@msvu.ca</a> Office: MC 305G
<b>Meeting Time/Classroom:</b>	No Scheduled Meeting Time
<b>Moodle:</b>	<a href="https://learn.msvu.ca/login/index.php">https://learn.msvu.ca/login/index.php</a>
<b>Office Hours:</b>	By Appointment
<b>Prerequisite:</b>	Completion of professional development program delivered by the Co-op office. Completion of courses prescribed by the Department of Communication Studies course sequence (PBRL 3012, 3013, 3014 and COMM 2016, 3023) or permission of the department.

### **Course Description**

---

A 14-16-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 provide feedback to the university on the student's performance and development. The student will be required to set learning objectives, present a reflective seminar to new co-op students and participate in a return-to-campus/debriefing session. Evaluation for the successful completion of the co-op term is based on learning objectives, a work site visit, an employer evaluation and a satisfactory work term report.

### **Key Learning Outcomes**

---

During this semester you will:

- 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.
- Engage your co-op faculty advisor throughout the work term by sharing information on your experience and receiving professional and academic advice and support.
- Understand and apply the concepts you were taught in your public relations courses.

## Learning Technologies

---

Our course has a Moodle page. We will use this Moodle page to engage in online discussion and to submit assignments related to the reflective seminar presentation. 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](mailto: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 your peers on our Moodle page, it is important to remember the following:

- Any content you post to the Moodle forum will be visible to other students and myself as the co-op faculty advisor.
- Always remain professional and respectful when writing your posts and when commenting on your peers' posts.
- 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 & Assignments

---

You will receive a grade of pass or fail for your work term. To receive a grade of pass, you must receive an end of term evaluation of satisfactory or higher from your co-op 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 3388. **A failing grade in a co-op work term results in dismissal from the program.**

### **Assignment: Discussions**

During your work term, you will be asked to participate in three online discussions with your peers. These discussions will take place on Moodle. You will create an original submission in response to a discussion prompt, and you will read and respond to the content posted by your colleagues. As the table below shows, you will make an initial post, followed by two responses to your peers due one week later.

Our anticipated schedule for these discussions is as follows:

	<b>Deadline for your original Moodle forum post (Before 11:59 p.m. AST)</b>	<b>Deadline for your two responses to other student posts (Before 11:59 p.m. AST)</b>
1	Sunday, September 22	Sunday, September 29
2	Sunday, October 20	Sunday, October 27
3	Sunday, November 17	Sunday, November 24

### **Assignment: Reflective Seminar**

The PBRL 3388 work term project is a reflective seminar presented to new public relations students preparing to go out on their first work term. In your assigned group, you will work with your peers to prepare a one-hour presentation that will be delivered in January 2025 (following the conclusion of your work term). Full details of the Reflective Seminar are provided in the Reflective Seminar Presentation Assignment Instructions provided on Moodle.

**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](#).

This Template is protected by a [Creative Commons License](#). If you wish to use this document (including in any altered form), please include attribution to:

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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](http://msvu.ca/mount101) for more information.

### [Print Shop](#)

Seton 315  
(902) 457-6135  
[print.shop@msvu.ca](mailto: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](mailto: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](mailto: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](mailto: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.