CMN 305
STRATEGIC PUBLIC RELATIONS IN PROFESSIONAL COMMUNICATION

1.0 Course Description
This course examines the principles and application of effective public relations. Students will study the concepts underlying public relations and how to employ them in strategic planning, image management, advocacy, and media interaction. Pedagogy will be case-based and include simulation activities. Weekly Contact: Lecture 3 hours.
Prerequisite: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or THM 200 or Direct Entry.
Antirequisite: RTA 917/BDC 917

2.0 Course Objectives/Learning Outcomes
- To understand the role of public relations in contemporary professional life
- To analyze and evaluate public relations campaigns and products
- To create and implement public relations campaigns and products

3.0 Topics Covered

3.1 Thinking about public relations
  3.1.1 The history of public relations
  3.1.2 The role of public relations today
  3.1.3 The ethics of public relations
  3.1.4 Theories of public relations

3.2 Practicing public relations
  3.2.1 Identifying publics
  3.2.2 Targeting messages
  3.2.3 Planning public relations products and campaigns
  3.2.4 Crafting products and implementing campaigns
  3.2.5 Pursuing careers in public relations
4.0 Teaching Methods

4.1 Lectures and Seminars

Teaching will be conducted by lectures and seminars. In the seminars students will have the opportunity to deliver presentations, participate in simulated activities and lead discussions about public relations cases and campaigns.

4.2 Graded Assignments

Evaluation will be based on a minimum of three term assignments:

- Oral seminar or presentation
- Written assignment
- Public relations campaign proposal OR paper dealing with a public relations issue

5.0 Course Materials

5.1 Textbooks

Topicality and flexibility will be achieved by the use of journal articles, web texts, podcasts, videos, and other materials. Course materials will be available in D2L.

5.2 Simulation Software

In selected sections, at the discretion of the instructor, students must purchase an online simulation package.

6.0 Course Policies

6.1 Students must adhere to university policies; see [http://www.ryerson.ca/senate/policies](http://www.ryerson.ca/senate/policies). The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson’s Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

Please note the following from Policy 145 Course Management Policy:

4.3.1.2 Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson’s Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the Courses @ Ryerson Privacy and Security website.