

BES341-3

Public Relations/Media Skills for Managers

1 Credit

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BES341-3 Version: 5



Public Relations/Media Skills for Managers

Calendar Description

This module introduces learners to public relations and media issues. Topics include the need to, as well as how to represent and promote an organization effectively; what resources are necessary, how to motivate the public to act on public safety issues, and what leadership role the individual may play in public relations.

Rationale

This is an elective module for the Bachelor of Applied Business: Emergency Services program. Related theory provides students with guidance in their understanding of and approach to public relations and media skills. Representing an organization helps to make the organization known to the community; promoting the organization draws the organization closer to the community; and involving the community helps to bring the organization and the community together. A position paper allows students to synthesize their thoughts about public relations and media skills, and how these may be used to serve their organization.

Prerequisites

BES341-1, BES341-2, BES370-1, and BES370-3

Co-Requisites

None

Module Learning Outcomes

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

1. represent the organizations of emergency services.
2. promote emergency service organizations.
3. involve the community in emergency service organizations.

Resource Materials

Reference Text(s):

Bradford, A. F. (Jun 2002). *Creating effective learning environments*. Occupational Health and Safety, 71 (6), 90 (8).

- Ceniceros, R. (Jun 2, 2003). *Communications skills crucial for law enforcement*. Business Insurance, 37 (22), 4.
- Coleman Jr, S. M. (05/01/2014). "Fire Department PR: We must show our communities the value of our organization and the benefits it provide." Fire Rescue Magazine. Retrieved on July 2, 2018 from <https://www.firerescuemagazine.com/articles/print/volume-9/issue-5/command-and-leadership/fire-department-pr.html>
- Dessler, G., Chhinzer, N., & Cole, N. D. (2015). *Management of Human Resources: The essentials*. (4th Cdn. ed.). Toronto: Pearson Prentice Hall.
- DiSanza, J. R. & Legge, N. J. (2017). *Business and professional communication: Plans processes and performance*. (6th Cdn ed.).
- Fleishman-Hillard Inc. (April 2011) *Survey: Few Companies are Prepared to Handle a Crisis*. Canada Newswire (Ottawa).
- Hall, J. R. (Jan 23, 2003). *Raising awareness about carbon monoxide*. Air Conditioning, Heating & Refrigeration News, 218 (4), 24 (3).
- Karpluk, L. (May/June 2004). *Delivering a high performance fire service? The Fire Services Journal*, 7 (4), 20 (2).
- Karpluk, L. (Nov/Dec 2004). *Fire service destiny: Evolution or creation? The Fire Services Journal*, 7 (1), 9 (2).
- Langton, N., Robbins S .P., & Judge, T. A. (2016). *Organizational Behaviour: Concepts Controversies, and Applications*. (7th Cdn. ed.) Toronto: Pearson.
- MacDonald, J. (September 2007). *TAKE command of a crisis*. Canada Newswire (Ottawa).
- Robbins, S. P., Coulter, M., Leach, E., & Kilfoil, M. (2016). *Management*. (11th Cdn. ed.). Toronto: Pearson.
- Schipper, J., Gladstone, T., (Jan/Feb 2004). "Got wheels? Get a helmet!" *Gets the attention of media, parents. Communications World*, 21 (1), 42.
- Zalud, B. (Nov 2001). *Police use of security videos spurs more acceptance, controversies*. SDM, 31 (13), 16 (1).

Conduct of Module

This module is approximately 15 hours in length. It is delivered on-line and may involve individual, pair, and group work. Students are required to submit assignments, take part in asynchronous discussions, and undertake exercises in the workplace that call for reflective thinking. Participation in this module is paced and mandatory, and students are expected to practice time management skills accordingly. It is critical that each student read the assigned material and keeps up to date with all objective tasks, PowerPoint slides, and assigned problems.

Student counseling: Students who are experiencing difficulty with the module should immediately consult the instructor by email or telephone during posted office hours.

Module withdrawal: Students should familiarize themselves with the school's module withdrawal policy and procedures, which are explained in the student handbook/calendar.

Class discussions are conducted on the assumption that each student has adequately prepared the required material in advance.

Students should budget approximately one to two hours of time in preparation for each one hour of the estimated 15 hours of class time.

Evaluation Procedures

This module uses a variety of assessment tools to evaluate student performance. The final grade is an aggregate of the following components:

PowerPoint Presentation	(1)	25%
Position Paper Assignment	(1)	30%
Threaded Discussion	(3)	45%
Total		100%

Grade Equivalents and Course Pass Requirements

A minimum grade of D (50%) (1.00) is required to pass this course.

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.

Participation

Regular participation in threaded discussions is essential for success in the program. Absence for any reason does not relieve a student of the responsibility of completing course work and assignments to the satisfaction of the instructor. Poor participation may result in the termination of a student from a course(s).

If you do not meet the established participation requirements, your instructor will recommend that the Registrar withdraw you from the course. A failing grade of RW (Required to Withdraw) will appear on your transcript. No credit is earned. Calculated as a failing grade in GPA.

In cases of repeated absences due to illness, the student may be requested to submit a medical certificate.

Module Units/Topics

This module consists of three units:

1. Representation of organization in the community
 - ✦ A discussion of effective approaches to representing organization
2. Promotion of organization
 - ✦ A discussion of rationale, methods, resources, and leadership roles for promoting organization
3. Involvement of the community
 - ✦ An exploration of strategies and tactics to involve the community for the organization's public relation purposes



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