

### **COURSE INFORMATION**

**Division:** Marketing & Behavioural Science      **Term:** 1  
**Instructor:** Tamar Milne      **Phone:** 604.827.4951  
**Email:** tamar.milne@sauder.ubc.ca      **Office Location:** HA 577  
**Office Hours:** Wed 10-11 am; or by appointment (email to book)  
**Section number:** 101  
**Class meeting times:** Mon/Wed, 11:30 am-12:50 pm, HA 343  
**Course duration:** September 6-December 1, 2017

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### **COURSE GOALS**

To introduce students to the core elements of strategic public relations and to its adaptability and value to society.

To explore the importance and methods of authentic engagement with diverse publics.

To enable students to apply the course principles and practices to benefit any chosen field, whether in business or elsewhere.

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### **COURSE DESCRIPTION**

“Public relations is the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals, and serve the public interest” (Flynn, Gregory & Valin, 2008).

Public relations is the field within business that strategically develops organizational reputation. In very recent years, reputation management – based on the establishment of trust through public engagement, crisis management, and social responsibility – has developed into a top priority of global CEOs and organizational leaders.

This course will prepare students to think purposefully about managing an organization’s relationships with its diverse publics to achieve its goals, fulfill its purpose, and meet its social responsibilities. The readings, lectures, discussions, guest speakers, and assignments will focus on the following key areas of public relations strategy:

- Trust and reputation management
- Stakeholder and community engagement and consultation (including Indigenous and Government relations)
- Corporate communications
- Media relations
- Issues and crisis management
- Personal PR
- Events and marketing public relations

## LEARNING OBJECTIVES

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

- Explain, analyze, and assess the importance of trust and reputation to business success.
- Identify an organization's relevant communities and stakeholders and engage effectively with them.
- Anticipate business issues and risks and prepare strategies to prevent or mitigate negative effects.
- Identify methods to build media and influencer relationships to maximize an organization's positive earned exposure.
- Integrate public relations and corporate communications strategies into an organization's overall marketing and business plans.
- Develop analytical methods to assess organizational reputation and public relations activities and gain actionable insights.
- Connect public relations activities and strategies to all functional areas of an organization.

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## ASSESSMENT

### SUMMARY

<b>Online Prep Quizzes</b> (Due before each class; Individual)	10%
<b>Assignments</b> (3; for each, choose <u>either</u> Individual <u>or</u> in Pairs)	
1. Stakeholder Engagement Analysis	20%
2. Reputation Audit	20%
3. Marketing PR Proposal	20%
<b>In-class Exercises</b> (Mixed: Individual, Pairs, and Group)	15%
<b>Participation</b> (Individual)	15%

### DETAILS

#### Online Prep Quizzes – 10%

Brief quizzes (usually 4 to 7 questions, including multiple-choice, true/false, and/or short-answer) based on the assigned prep will be due on Connect before each class and will be used to guide students' prep work and stimulate a more active learning experience in the classroom.

#### Assignments (3, worth 20% each) – 60%

During the semester, students will complete three major assignments: a Stakeholder Engagement Analysis; a Reputation Audit; and a Marketing PR Proposal. For each assignment, students will choose to work either individually or in pairs, and they will be asked to register this choice at least two weeks in advance of each assignment due date so the assignment dropboxes can be set up on Connect.

The three assignments are intended to serve as summative exercises for the major components of the course and are assigned in lieu of a midterm and a final exam. Therefore, students will be expected to invest significant effort into these assignments to demonstrate their mastery of the course material.

Detailed assignment outlines will be posted online and discussed in class. Please note due dates in the Course Schedule.

### **In-class Exercises – 15%**

Regular in-class exercises will provide ample hands-on opportunities for students to leverage their preparation for class (via readings, videos, and prep quizzes) and work with key concepts and tools to enhance their understanding of them. Depending on the exercise, students will be asked to work either individually, in pairs, or in small ad-hoc groups. Students must be present in class to earn these marks; no make-up opportunities will be available.

### **Oral Participation – 15%**

Effective public relations professionals are skilled in active listening, critical thinking, clear communication of ideas, and positive and constructive contributions. Students will be expected to practice these skills in class through active and productive engagement.

Participation is highly valued, and students will earn marks for verbal contributions and questions that enhance the class' learning. Name cards will be supplied and will help students to get credit for their contributions (no name card, no credit). Regular active participation is expected, but it is important to keep in mind that quality always beats quantity.

Participation points will be gained (via meaningful contributions) and lost (due to absences, late arrivals, early departures, and/or unexcused use of devices) throughout the course and converted to a participation score at the instructor's discretion.

**\*Note: attendance does not equal oral participation.** Students must actively interact with classmates during exercises and speak in class to earn these marks.

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## **COURSE RESOURCES AND MATERIALS**

### **Course Websites:**

- UBC Connect: The course will be supported in Connect.
- Course blog: <https://blogs.ubc.ca/comm386rmilne/>. (NOTE: Must be accessed through Connect for the first time; then the blog can be bookmarked and accessed directly.)

**Required Multimedia Materials:** Readings, videos, podcasts, and other course multimedia should be reviewed **before** the class for which they are assigned.

- Most of the media will be freely accessible online through various website links, Connect, and the UBC Library site.
- Some of the readings will require students to download a small course package for a fee. Follow the detailed instructions, below, to access the package.

## **INSTRUCTIONS TO DOWNLOAD THE COURSE PACKAGE**

1. Go to the Ivey Publishing website at [www.iveycases.com](http://www.iveycases.com).
2. [Log in](#) to your existing account or click "[Register](#)" to create a new account and follow the prompts to complete the registration. If registering, choose the "Student User" role.
3. Click on this link or copy into your browser:  
<https://www.iveycases.com/Coursepackview.aspx?id=13204>
4. Click "Add to Cart".

5. You may choose to order in either **print** or **digital** format.
  - To order the material in digital format, check "digital download" and click "OK".
  - To order a printed copy for delivery, enter the print quantity required and click "OK". Please note that shipping charges will apply.
6. Go to the Shopping Cart (located at the top of the page), click "Checkout", and complete the checkout process.
7. When payment has been processed successfully, an Order Confirmation will be emailed to you immediately and you will see the Order Confirmation screen.
  - If you ordered digital copies: Click "Download your Digital Items" or go to "My Orders" to access the file.
  - If you ordered printed copies: Your order will be printed and shipped within 2 to 3 business days.

IMPORTANT: Access to downloadable files will expire 30 days from the order date, so be sure to save a copy on your computer. The downloadable file is a PDF document that can be opened using Adobe Reader.

**This material is for your personal use only and is not to be shared or distributed in any form.**

Questions? Contact Ivey Publishing during business hours:

**Ivey Publishing**  
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e. [cases@ivey.ca](mailto:cases@ivey.ca)  
t. 519.661.3208 | tf. 800.649.6355  
<https://www.iveycases.com/>

Business Hours:  
Monday-Thursday: 8:00 am-4:30 pm (ET)  
Friday: 8:00 am-4:00 pm (ET)

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## **COURSE AND INSTITUTIONAL POLICIES**

**Class Preparation:** Guidance on how to prepare for each class will be posted to the course blog. It is each student's responsibility to understand what is required and to complete the necessary readings, prep quizzes, and other preparation that is directed.

**Attendance:** Full and on-time attendance is expected in classes. Consistent late attendance or multiple missed classes will affect the participation grade. Students missing more than 25% of scheduled classes will be connected with the Sauder Undergraduate Programs Office for advising on academic success and support. Students expecting to be either late or absent from class should email the instructor in advance.

**Electronic Devices:** Research has repeatedly shown that electronic devices in class negatively affect the learning environment and the academic performance of both users and their neighbours. Thus this class uses a "lids down" policy: **laptops, tablets, cell phones, and other smart devices are not permitted in class and must be muted and stowed away**, except during specified activities. Advance notice will be provided for any class sessions that require devices. Students using devices at other times may be asked to leave the classroom, and unauthorized device use will negatively affect marks for participation.

**Respectful Classroom:** Some of the issues discussed in class may be sensitive or affect some people in a very personal way. Students are expected to share only constructive feedback and participate in discussions and debates respectfully, open-mindedly, and inclusively.

**Missed Prep Quizzes and In-class Exercises:**

- There are no make-ups for any missed online prep quizzes. Students must complete those quizzes during the assigned window of time that they are available online. NOTE: Quizzes are meant to be completed individually.
- There are no make-ups for any missed in-class exercises. Students must be present to earn those marks.

**Assignment Deadlines:** Unless otherwise stated, assignments are due in the online dropbox by 6 pm, Pacific time and UBC server time, on the due date (i.e. due by the start of class). Late assignments will be subject to penalty as follows: 15% penalty if submitted 5 minutes to 24 hours late; 30% penalty if submitted 24-72 hours late; and a grade of zero if submitted more than 72 hours late.

**Assignment Re-grading:** Marks for all grading events (i.e. prep quizzes and assignments) will be posted to the Grade Centre on Connect. Students who believe a grading error was made can request a re-grade. Requests for re-grades must be submitted via email to the instructor within seven calendar days from when the grade was posted to Connect and must include a brief explanation of why and where the mistake is believed to have been made. The instructor will re-grade the student's entire submission (i.e. the entire quiz or assignment), and the grade afterward (whether higher, the same, or lower) will be final.

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**ACADEMIC INTEGRITY**

Academic honesty is essential to the continued functioning of UBC as an institution of higher learning and research. All students are expected to behave as honest and responsible members of the university's academic community and to adhere to UBC's [Academic Honesty policy and standards](#). It is each student's obligation to inform themselves about the applicable standards. Any students suspected of dishonest practices shall be liable to disciplinary action in accordance with UBC's procedures for [Discipline for Academic Misconduct](#).

**STANDARD REFERENCE STYLE**

The Sauder School of Business uses American Psychological Association (APA) reference style as a standard. Students must use this style to cite sources in their work unless directed to use a different style.

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**COURSE SCHEDULE**

*NOTE: Topics and special guest dates are subject to change at instructors' discretion; consult the course blog for the most up-to-date schedule and assigned prep.*

WK	DATE	CLASS TOPICS	WHAT'S DUE
1	Wed, Sep 6	Introduction to the Course: Public Relations	
2	Mon, Sep 11	History and Context of PR	<b>First Prep Quiz due by 11:30 am</b> (and before each class after this, unless otherwise noted)
	Wed, Sep 13	Value of Trust and Reputation	
3	Mon, Sep 18	Corporate Responsibility and Citizenship Ethics	
	Wed, Sep 20	Community and Stakeholder Engagement, Part 1	Register names for Assignment 1 (individual or in pairs)
4	Mon, Sep 25	Special Guest: Aboriginal Community Engagement	
	Wed, Sep 27	Community and Stakeholder Engagement, Part 2	
5	Mon, Oct 2	Corporate Communications Overview Government Relations	
	Wed, Oct 4	Special Guest: Investor Relations	
6	<b>Sun, Oct 8</b>	Assignment 1: Stakeholder Engagement Analysis due	<b>Assignment 1: Stakeholder Engagement Analysis due by 6 pm</b> (on Connect)
	Mon, Oct 9	No Class – Thanksgiving	
	Wed, Oct 11	Media Relations	
7	Mon, Oct 16	Issues Management and Crisis Communications, Part 1	
	Wed, Oct 18	Issues Management and Crisis Communications, Part 2	
8	Mon, Oct 23	Reputation Management, Part 1	
	Wed, Oct 25	Reputation Management, Part 2	
9	Mon, Oct 30	Organizational PR	Register names for Assignment 2 (individual or in pairs)
	Wed, Nov 1	Personal PR	

10	Mon, Nov 6	Special Guest: Edelman Trust Barometer	
	Wed, Nov 8	Events and Marketing PR, Part 1	
11	Mon, Nov 13	No Class – in lieu of Remembrance Day	
	Wed, Nov 15	Special Guest: Events and Marketing PR	
12	Sun, Nov 19	Assignment 2: Reputation Audit due	Assignment 2: Reputation Audit due by 6 pm (on Connect)
	Mon, Nov 20	Events and Marketing PR, Part 2	
	Wed, Nov 22	Insights & Analytics	
13	Mon, Nov 27	Connecting PR to Marketing and Business Planning	Register names for Assignment 3 (individual or in pairs)
	Wed, Nov 29	Special Guest: External Relations Course Wrap-up	
	Sun, Dec. 10	Assignment 3: Marketing PR Proposal due	Assignment 3: Marketing PR Proposal due by 6 pm (on Connect)