

## **PUBLIC RELATIONS (PRLN)**

This is a list of the Public Relations (PRLN) courses available at Kwantlen.

### **PRLN 1120 CR-3**

#### **PR Writing Fundamentals**

Students will develop proficiency in public relations writing skills. They will study the principles of public relations writing to help achieve corporate objectives through professional communication on behalf of an organization. Students will study the role of research, objectives, audiences, and channels in public relations writing as well as how to persuade and frame an argument, conduct audience analysis and use Canadian Press Style. They will gain practical experience in writing and designing a corporate newsletter.

*Co-requisites: PRLN 1140, PRLN 1141*

### **PRLN 1140 CR-3**

#### **Digital Applications for Print Media**

Students will learn a variety of computer applications for the production of print-ready communications. They will develop the skills and knowledge needed to generate effective print materials used in the public relations field. Students will work with various Windows-based programs such as MS Office and Adobe Creative Suite to design and print a variety of professional materials.

*Co-requisites: PRLN 1141*

### **PRLN 1141 CR-3**

#### **Visual Design**

Students will study basic design elements and principles involved in creating effective page layout. They will learn about the history and anatomy of typography and how to make good font choices. Students will learn how to critically evaluate and solve design problems using the terminology of design and print production.

### **PRLN 1150 CR-3**

#### **Introduction to Public Relations**

Students will learn about public relations including the related activities of public affairs and publicity. They will learn how to formulate communication plans and determine strategic tactics, objectives, target audiences and key messages.

### **PRLN 1210 CR-3**

#### **Media Relations**

Students will learn the structure and organization of traditional, electronic, digital & social media and examine the characteristics, benefits, strengths and weaknesses of each media type for specific public relations goals. Students will learn how to work effectively with all types of media and to develop strategies to effectively represent an organization and gain positive unpaid (earned) media coverage. They will create a media list from an actual professional media database, pitch a story idea and respond to media questions in a simulated environment.

*Prerequisites: PRLN 1150*

*Co-requisites: PRLN 1220 PRLN 1220*

### **PRLN 1220 CR-3**

#### **Writing for Media Relations**

Students will develop proficiency in the writing of materials in support of media relations activities. They will write news releases, media advisories, backgrounders, profiles and other components of a media kit for both traditional and social media usage. Students will learn to use Canadian Press Style to write engaging and effective approaches aimed at media gatekeepers such as desk editors, producers and bloggers in order to achieve positive unpaid media coverage and publicity for organizations and clients.

*Prerequisites: PRLN 1120*

*Co-requisites: PRLN 1210 PRLN 1210*

### **PRLN 1230 CR-1.5 (formerly PRLN 1130)**

#### **Public Relations Research**

Students will learn qualitative and quantitative research methods and measurement tools as applied to the professional practice of public relations. They will learn various research methods including sampling and survey methods, focus group research, content analysis, and online research. Students will analyze and evaluate applied and academic research studies and will complete a research project.

### **PRLN 1236 CR-3 (formerly PRLN 2336)**

#### **Visual Presentations**

Students will learn how to design A/V and multimedia material and how to use a variety of types of equipment. They will learn about theoretical approaches and practical considerations for public relation presentations.

*Prerequisites: JRNL 1141 and (PRLN 1140 or 1142)*

### **PRLN 1240 CR-1.5**

#### **Computer Skills II**

Students will learn to use software applications for word processing, design page layout, database management, and developing public relations collateral material. They will study and practice the skills needed to create a Web site. The student will use various software such as PowerPoint, Maximizer, Illustrator and Dreamweaver.

*Prerequisites: JRNL 1141 and (PRLN 1140 or 1142)*

*Co-requisites: PRLN 1210 and 1236*

**PRLN 2310 CR-3****Issues Management & Crisis Response**

Students will learn the theory and practice of handling issues, crises and stakeholder relations that impact organizations and the communications strategies needed to manage corporate communications. They will learn how to evaluate communication risks; conduct stakeholder analyses; prepare communications plans and strategies to manage issues and crises for both internal and external stakeholders. Students will also focus on managing media relations during a crisis, with special emphasis on the role of the key spokesperson for the organization

*Prerequisites: PRLN 1241 and 1210*

**PRLN 2320 CR-3****Promotional Writing**

Students will learn to plan, budget, write, design and produce printed corporate communications products such as posters, information sheets, flyers, letters to shareholders/supporters. They will produce polished, audience-directed, professional print communications projects that assist an organization to convey information about corporate goals and programs and build customer, community and public support.

*Prerequisites: PRLN 1140 , PRLN 1240, PRLN 1141*

**PRLN 2331 CR-1.5****Event Planning and Sponsorship**

Students will learn the planning process required to stage a special event, including the research to determine the best type of event for a non-profit client. They will conduct meetings with clients to determine venue, theme, activities and timing. Students will learn to use specific software planning templates for logistics, sponsorship, promotion & marketing, on-site coordination and event accounting. The event will be staged in the subsequent semester.

*Prerequisites: PRLN 1150 and 1210*

**PRLN 2340 CR-1.5****Computer Skills III**

Students will learn advanced software for word processing, design and page layout, database management, and for producing public relations collateral materials. They will update and manage a website and develop a personal identity package.

*Prerequisites: PRLN 1140 and 1240*

**PRLN 2345 CR-3****Introduction to Fundraising & Development**

Students will examine the basics of fundraising and development for non-profit organizations, foundations and charities. They will examine the principles and strategic issues in fundraising; the role of the development officer; and the nature of fundraising campaigns. Students will develop an understanding of annual, capital and special project fundraising as well as how to work effectively with non-profit volunteer boards.

*Prerequisites: 30 credits of 1100-level or higher*

**PRLN 2350 CR-3****Public Relations Advertising**

Students will examine the role of advertising in the field of public relations. They will learn basic advertising skills to help them plan and produce effective advertising campaigns for non-profit or community organizations.

*Prerequisites: PRLN 1150*

**PRLN 2431 CR-1.5****Event Production and Management**

Students will learn to work as a team, organize, and manage a special event for a non-profit organization determined in the previous semester. They will learn about client coordination, promotion and media relations, fundraising, logistical management (such as location, catering, speakers, resources, ticket sales and collaterals), management of budgeting, accounting, and reconciliation, management of risk assessment, legal and contract details, overall project management, evaluation of the event and client debrief.

**PRLN 2441 CR-3****Organizational Communications**

Students will develop communications plans, techniques and strategies for managing communications within an organization. They will assess models of excellence in communications management, perform research, and produce an organizational profile of a business or non-profit agency within British Columbia. Students will study concepts of organizational culture, conflict resolution, negotiation, leadership and internal communications consulting.

**PRLN 2450 CR-3****Public Relations Management**

Students will review the major managerial functions, including strategic planning, organizing, leading, budgeting and human resources, as they relate to public relations. They will learn current concepts, theories, techniques, and models of managing public relations departments, agencies and consultancies. Students will learn about the integration of social science theories and management techniques in the research, planning, implementation, and evaluation of public relations strategies.

*Prerequisites: PRLN 2350*

*Transferable (refer to transfer guide)*

**PRLN 2476 CR-4.5****Public Relations Work Experience**

Students will secure with instructor guidance a work experience sponsor and apply skills learned in the program in an on-the-job environment. They will work full-time for four weeks within the PR industry with consideration given to the students' interests, skills, and personal suitability and the needs of both the student and the sponsor employer.

*Prerequisites: PRLN 2350*

*Co-requisites: JRNL 2401 and PRLN 2450*

**PRLN 3010 CR-3****Ethics of Communication**

Students will examine ethical challenges that arise in the careers of organizational communications, marketing, business and public relations professionals. Students will explore the ethical codes of professional associations governing the practice of business communications. They will examine leadership roles for communicators in shaping ethical futures for profit and non-profit organizations.

*Prerequisites: 30 credits of 1100-level or higher*