Public Relations

Ontario College Certificate (166)
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MOHAWK PUBLIC RELATIONS PROGRAM PROVIDES A STEPPING STONE TO FURTHERING YOUR EDUCATION AND OPENS THE GATEWAY TO A REWARDING CAREER.

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A Closer Look

Do you have a passion for writing? A talent for communicating? Public Relations training could be for you. In the technologically and sophisticated global society that we currently live in, the function of establishing and maintaining open and effective communications between corporations, governments, organizations and their publics demands qualified, talented, highly-trained public relations practitioners.

Program Highlights

• Formulate PR strategies and execute tactics in Corporate and Not-For-Profit Communications
• Explore Media Relations, Electronic Publishing, Crisis Communications and Advertising
• Learn to use technological media in PR planning and execution
• Acquire expertise in PR analysis and planning
• Write professional-level public relations materials
• Develop visually creative materials to meet PR objectives
• Plan and orchestrate an event
• Learn principles of fundraising
• Receive an introduction to the Canadian Public Relations Society and the International Association of Business Communicators

Career Opportunities for Public Relations Graduates

The Public Relations Certificate program can lead to exciting career opportunities. Public relations careers may involve the following:

Industries of Employment:
• Professional Organizations and Societies
• Government – Local, Municipal and Federal
• Other Non-For-Profits such as Education, Health Care, Religious Organizations, Police, Libraries
• Corporations
• Public Relations Agencies

Occupational Categories:
• Advertising/Marketing/Promotional Agencies
• Public Relations and Communications
• Business Services to Management
• Economic Development Offices and Marketing and Consultants
# Program of Studies

## Semester 1

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<td>CRED 10028</td>
<td>Portfolio &amp; Career Development</td>
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<td>MGMT 10003</td>
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Semester 1

COMM 10011 Public Relations Writing – Part 1
Create a wide range of public relations materials and develop skills in writing for the media using the Canadian Press (CP style) guide as a reference. Learn how to develop a brand name and create a strong brand identity.

INFO 10054 Print Design & Applications
Learn how to provide direction and work with creative and production people, printers, and Web masters. Develop a critical eye for design elements and apply knowledge using appropriate software applications.

MCOM 10006 Media Relations 1 - Principles
Explore the unique, inter-dependent relationship between public relations practitioners and the journalistic media. Discover how to build strong relationships by creating communications that meet the needs of various media.

MCOM 10083 Principles Of Public Relations
Evaluate the profession and practice of public relations including the services that are provided, and how to communicate both professionally and ethically.

MCOM 10084 Program Planning
Create public relations plans based on research; develop strategies/tactics to communicate effectively with the organization's stakeholders; evaluate public relations projects and campaigns.

MCOM 10085 Organizational Application
Assess organizational behaviour and evaluate communications in profit and not-for-profit organizations with a focus on corporate social responsibility and proactive issues management. Incorporate effective fundraising techniques into materials to be used in a not-for-profit organization's campaign.
MCOM 10124 PR Communications Technologies
Incorporate various types of emerging technologies into communication plans and use technological resources to develop advanced research skills.

Semester 2
COMM 10014 Public Relations Writing – Part 2
Employ advanced writing skills to create a wide range of effective public relations materials.

CRED 10028 Portfolio & Career Development
Employ effective job search skills and techniques and practice how to successfully conduct oneself in a business environment and interview setting. Communicate with potential employers before, during, and after interviews using effective resumes, cover letters, and follow-up letters. Produce a professional-level portfolio that showcases creativity, writing skills, judgment, experience, and accomplishments.

INFO 10055 Print Design & Application – Part 2
Create client-ready print materials for various types of publications and/or events.

MCOM 10009 Media Relations 2 - Practice
Develop the skills and expertise required to achieve a good relationship with the journalistic media on an everyday basis as well as in a crisis situation. Learn how to manage media interviews that communicate organizational messages and achieve good relationships with journalists.

MCOM 10086 Crisis Communications
Learn how to communicate effectively with various stakeholders, including the media and relatives, when a crisis has already happened. Develop strategies to neutralize and contain the crisis, and partner with the right media to deliver your messages.

MCOM 10087 Campaign Presentation
Learn how to develop and deliver effective presentations and "leave behinds." Present a public relations proposal using proven presentation delivery techniques.
MCOM 10170 Advertising Introduction
Develop advertising campaigns that include creative materials and media plans that support public relations initiatives, including creative materials and media plans. Use skills to assess advertising campaigns provided by outside suppliers.

MGMT 10003 Special Events Planning and Management
Plan and execute a special event as part of a team.

WORK 10081 Field Placement (Public Relations)
Participate in a professional manner and experience work within a public relations or corporate communications business environment. Gain first hand insights into the day to day roles and responsibilities of a professional working in the industry.
Charter of Expectations

The McKeil School of Business strives to maintain standards of excellence as a community committed to personal development. Every student and employee of the College is to provide and maintain an environment conducive to learning and working, in which all individuals are treated with respect and dignity. The McKeil School of Business has set standards to promote positive student conduct which are structured around, but not necessarily limited to, the following principles:

Professionalism:
We expect students to:
- Adopt an attitude of professionalism that will promote a sense of pride in our community.
- Strive to maintain an environment in which proper language without profanity is used.
- Demonstrate integrity, responsibility, honesty, respect and enthusiasm.
- Maintain an environment free from harassment, discrimination and disruptive behaviour.

Honesty and Integrity:
We dedicate ourselves to upholding the reputation and honour of our role in education. We expect students to understand the following:
- All individual evaluations must be the result of the student’s own work and not that of others.
- Academic dishonesty is a serious offense and subject to the Academic Honesty policy.
- E-Learn, MoCoMotion and all computer accounts must be kept confidential. All inappropriate activity that comes from the student’s accounts will be associated with that student and they can be held accountable.
- Reasons for missing assignments, projects, deadlines, tests, or exams must be legitimate and formally documented to the satisfaction of individual faculty members.
- Forms of academic dishonesty include, but are not limited to the following:
  - Possession or use of unauthorized material
  - Copying from other students’ work
  - Direct use or paraphrasing of material without acknowledgement of its source
  - Falsifying data Copyright infringement, such as using unlawfully downloaded or photocopied materials
  - Submitting individual work that has been done by someone else, whether in whole or in part
  - Making material available for others to submit as their own work
  - Submitting for credit any academic work for which credit has been previously obtained or is being sought in another course.

*All of the above are subject to the penalties outlined in the Academic Honesty policy*

Responsibility:
As a member of the McKeil School of Business, the student is accountable for actions both in and out of class. These actions include but are not limited to the following:
- Reviewing the course outline and learning plan for course expectations including evaluation criteria.
- Attend classes prepared with assigned readings and homework completed.
- Preparing for classes by completing assignments such as readings and homework.
- Informing professors of CAAP’s prior to class times, especially if a CAAP requires in-class support.
- Scheduling personal appointments and work schedules outside of school hours.
• Scheduling group meetings in a mutually convenient manner.
• Working in a productive manner with group members.
• Completing and submitting assignments, reports, and projects on time.
• Keep a backup copy of all individual and group assignments.

As a member of Mohawk College, the student shall not in any way abuse other students, college employees or guests of the college. Abusive communication means any unwelcome words or images received or distributed in person or by any communication medium, including social media, that intimidate, disparage or cause humiliation, offence or embarrassment to a person.

Faculty Contact:
McKeil School of Business faculty may be contacted by e-mail, or by phone. If leaving a voice mail message, please speak slowly and clearly include your full name, student number, and course code, reason for the call and how you can be contacted. If you choose to e-mail the professor, you must use your Mohawk College e-mail account and clearly include your full name, student number, course code and reason for the e-mail.

Tests and Evaluations:
All references to test(s) should be understood to mean test(s), quizzes, exam(s) or in-class assessment(s).

• It is the student’s responsibility to be available for all tests at their scheduled time – including those scheduled during exam week(s). It is the student’s responsibility to notify the course professor by telephone and/or e-mail prior to the start of the test if he/she cannot be present for any reason. If a student misses a test without contacting the professor BEFORE the test takes place, he/she will receive a grade of zero for that test.

• The student will be required to provide documentation, such as a medical note or accident report, validating the reason for missing the test. Medical notes must specifically state that you were unable to write the test on the specific date.

A student has a right to view her/his final test or exam with the professor within ten (10) working days of the grade being posted and should make these arrangements with the professor directly.

Test Protocol:
• Students must arrive 10 minutes prior to all tests.
• Students arriving less than 30 minutes late for a test will be allowed to write the test, but they have lost the time that they have missed.
• Students will not be permitted to enter a testing room if they are 30 minutes late and will receive a grade of zero unless relevant documentation is provided.
• Students will not be permitted to leave within the first thirty 30 minutes of a test.
• Students who request to leave the test at any point during the scheduled test will not be able to return unless permission has been granted by the professor.
• The use of aids, such as electronic devices, dictionaries, and translators during a test must be approved by a professor prior to the test.
• Students must place their personal belongings at the front or side of the test room.
• Students must place their Mohawk Identification Card in front of them on the desk throughout the test period for identification purposes.
• While waiting outside a test room, students should be respectful and considerate of others who are still writing the test.
• Students will not be permitted to talk or make unnecessary noise at any point during the test.

Compliance:
Individual faculty members are charged with the responsibility of dealing with infractions of the Charter of Expectations. Disciplinary measures may include, but not be limited to, any of the following:
• Verbal warning
• Written warning
• Deductions from the student’s class mark
• Ejection from the class, course, program, or College

Blended Learning:
In the blended delivery model, students commit to both face-to-face classroom instruction and active learning outside the classroom. The student is expected to be fully prepared for face-to-face classes by completing self-study activities such as:
• Required readings
• Pre-class deliverables
• Supplementary learning resources such as videos, games or simulations
• On-line discussions through Discussion Boards
• On-line activities
• Group work

Group work:
In courses involving group work, students MUST PASS the individual component of the course in order to receive a passing grade. If he/she does not pass the individual component, he/she will receive the grade for the individual component ONLY as their final grade. Students must be aware that as members of a group they are collectively and individually responsible for all work submitted.

Placements:
For programs where there are unpaid work-term placements, the student must meet the academic requirements of the program before they are allowed to participate in the work placement. All placements are at the discretion of the Associate Dean and/or Program Coordinator.

Program of Studies and Graduation
For each program, the College defines a Program of Studies which lists courses, sorted by semester, that provide a continuum of learning from basic to more complex levels. Programs of Studies are reviewed annually and changes made where necessary. Each new intake of students is associated with the most current version of the program, which is indicated by the year.

Students are responsible to apply to graduate for the next upcoming convocation ceremony during the semester he/she is completing the final courses of the program.
References:
Mohawk College has developed several policies and procedures designed to protect students and provide an enriching and rewarding learning experience in which the rights of individuals are respected.

For the most up-to-date information on the following policies and procedures, please consult the Mohawk College website.

Policies and Procedures that relate to academic issues:
- Academic Appeal Policy
- Academic Honesty Policy
- Human Rights Policy
- Information Technology - Use and Security Policy
- Student Behaviour Policy
- Program Promotion and Graduation Requirements
- Student Complaint Procedure
- Violence Prevention & Protection Policy
- Academic Accommodation for Students with Disabilities
Promotion Guidelines

Plan Ahead! Determine your Goals!

Effective Fall 2009, Mohawk College introduced changes to promotion and grading. The new passing grade for a course is 50%. **For any courses taken prior to this date, the passing grade is 60%.**

In addition, in order to be promoted to the next semester (and future semesters) a student must have a WGPA of 60%. Certain courses have pre-requisites for future courses so please refer to your Program of Study.

As well, in order to qualify to graduate from a program a student must have earned a WGPA of 60% overall of the combined courses in the Program of Study.

Summary of Promotion Policy

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<td>Compulsory Withdrawal</td>
<td>Compulsory Withdrawal</td>
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<td>Promote with Advice</td>
<td>Probation</td>
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<td>&gt;=60%</td>
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<td>Promote with Advice</td>
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*Weighted GPA (Grade Point Average) A representation of student achievement that is calculated using the following formula: the sum of the percentage grades multiplies by the credit value and divided by the sum of the credits for the courses taken as defined by the Program of Studies

**Promotion Criteria**

Students must have a minimum grade of 75% in MATH MA101, and a passing grade in MRKT CB158, ECON EB122, and ACCT CB101 with no more than 1 failure or dropped course.
## Academic Year: 2016/2017

### Coordinators
Reception (905) 575-2005

If calling from outside the college dial (905) 575-1212 and ask for extension.
If calling within the School of Business student phone please call the 4 digit extension.

<table>
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<tr>
<th>Program</th>
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<tr>
<td>Accounting</td>
<td>Gallagher, Monica</td>
<td>3334</td>
<td><a href="mailto:monica.gallagher@mohawkcollege.ca">monica.gallagher@mohawkcollege.ca</a></td>
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<td>Advertising &amp; Marketing Communications Management</td>
<td>Grossi, Robin</td>
<td>3050</td>
<td><a href="mailto:robin.grossi@mohawkcollege.ca">robin.grossi@mohawkcollege.ca</a></td>
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<tr>
<td>Business</td>
<td>McTear, Andrew</td>
<td>2273</td>
<td><a href="mailto:andrew.mctear@mohawkcollege.ca">andrew.mctear@mohawkcollege.ca</a></td>
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<td>Business Administration</td>
<td>Smith, Laurence</td>
<td>2410</td>
<td><a href="mailto:laurence.smith@mohawkcollege.ca">laurence.smith@mohawkcollege.ca</a></td>
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<td>Business Analysis</td>
<td>Pegg, Lisa</td>
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<td>Business Financial Services</td>
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<td>Insurance</td>
<td>Bettencourt, Jorge</td>
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<td><a href="mailto:Jorge.bettencourt@mohawkcollege.ca">Jorge.bettencourt@mohawkcollege.ca</a></td>
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<td>Marketing</td>
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<td>3652</td>
<td><a href="mailto:janice.long3@mohawkcollege.ca">janice.long3@mohawkcollege.ca</a></td>
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<td>Office Administration – Executive</td>
<td>Mannen, Janet</td>
<td>3034</td>
<td><a href="mailto:janet.mannen2@mohawkcollege.ca">janet.mannen2@mohawkcollege.ca</a></td>
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<tr>
<td>Office Administration – First Year Common</td>
<td>D'Angelo, Lori</td>
<td>3249</td>
<td><a href="mailto:lori.dangelo@mohawkcollege.ca">lori.dangelo@mohawkcollege.ca</a></td>
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<td><a href="mailto:jane.cooper@mohawkcollege.ca">jane.cooper@mohawkcollege.ca</a></td>
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<tr>
<td>Small Business &amp; Entrepreneurship</td>
<td>Sodtka, Melanie</td>
<td>4189</td>
<td><a href="mailto:melanie.sodtka@mohawkcollege.ca">melanie.sodtka@mohawkcollege.ca</a></td>
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<tr>
<td>Tourism &amp; Travel</td>
<td>Strauch, Ted</td>
<td>3854</td>
<td><a href="mailto:edward.strauch@mohawkcollege.ca">edward.strauch@mohawkcollege.ca</a></td>
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