



BUS – 381

SOCIAL MARKETING & PUBLIC RELATIONS

Number of credits: 3

Prerequisites:

BUS280 or BUS305 or DVST305

Semester: Winter, 2019
 Days: Tues/Thurs, 1:00PM-2:15PM
 Room: A2212
 Lab – day: N/A
 Lab–Room: N/A

Instructor: Albert Elliott, MBA, CPHR
 Email: albert.elliott@ambrose.edu
 Phone: 403-410-2000 ext. 2904
 Office: A1009
 Office hours: Mon-Thurs or by appointment

Course (Catalogue) Description:

“The course provides an overview of public relations theories and practical methods of gaining publicity, as well as the nature of social marketing. On the public relations (PR) front it covers fundamentals of strategic communication, organizational image-making, techniques of effective outreach, and communicating with the internal stakeholders and external publics. On the social marketing front, the course also examines how traditional marketing and public relations approaches can be used to mobilize and/or change public opinion in order to affect a variety of social causes in areas such as health, education, politics, environment, etc.”

Further Course Information:

The course, in reality, is first and foremost about Social Marketing and how it is used to influence behaviour for good to create positive social change. Public Relations is one of the approaches, albeit arguably most versatile and cost-efficient one, that any marketing professional, including a social marketer, can use for his/her purposes. The course is organized in a Socratic seminar format with the student-led discussions, as well as a number of guest speakers and lecturers from the discipline who will share their experience

Important Dates:

First day of classes: January 3rd, 2019
 Registration revision period: January 13th, 2019
 Last day to request revised examination: March 11th 2019
 Last day to withdraw from course: March 22nd 2019
 Last day to apply for time extension for coursework: March 29th, 2019
 Last day of classes: April 4th, 2019

Expected Learning Outcomes & Assessment:

It is the aim of the course that students acquire the following skills:

1. Learn and understand history, meaning, purpose and theory of social marketing, as well as public relations.
2. Become familiar with the real world examples of tools, techniques and best practices of social marketing and public relations trades.
3. Apply critical and analytical thinking techniques to the reading assignments in order to gain higher order knowledge, applying & synthesising various ideas, concepts, frameworks and practices learnt from the readings.
4. Learn from a hands-on experience how social marketing campaign is actually planned, executed, evaluated and reported on.
5. Practice high impact oral and written communication and discussion facilitation skills

ASSESSMENT:

- a) Take-home final exam covering key elements of the course
- b) Individual paper on a current topic related to Social Marketing/Public Relations in Canada today
- c) Small Group assignment to analyze the relationship of theory to practice and the practical relevance of theoretical models to social Marketing/Public Relations activities.
- d) Paired up to prepare and lead whole class seminar discussions using appropriate media
- e) Complete assigned readings and be prepared to comment in class

Requirements:

This is 300 level undergraduate, three credit-hour course. This determines the following workload expectation: **CLASS MEETS TWO TIMES A WEEK FOR 75 MINUTES EACH TIME. IN ADDITION, IN ORDER TO SUCCEED IN & ENJOY THIS COURSE, PLEASE BUDGET MINIMUM OF 6 TO 8 HOURS OF WORK TIME OUTSIDE THE CLASS EACH WEEK..**

The class expectation is for you to: (a)attend and participate in class meetings; (b)complete reading and other homework assignments on time and be ready to lead the class discussions when it's your turn; and (c)plan, prepare and execute class assignments.

Final Exam: Take Home Assignment

Due: APRIL 11th, 2019

Submission of Assignments:

Details of your assignments will be handed out well in advance of the due dates and submissions are to be handed in at the end of class on the due date(s). No late assignments will be accepted.

Attendance:

You will find our classroom sessions informative and helpful. The expectation is that you will take full advantage of our classes and in-class activities. Because the course is organized around the student-led class discussions, 100% attendance is mandatory (I will, on a case-by-case basis and at my sole discretion, consider medical or compassionate grounds for excusing an absence). Also, the only way for you to earn points on the “Professionalism mark” is to show your commitment and diligence by always being punctual and in attendance; being prepared and enthusiastic to take part in class activities; and collaborate with the fellow students and your instructor in making the class meetings as productive as possible..

Evaluation:

1. **500-WORD INDIVIDUAL WRITTEN PAPER (double-spaced) where you will research a current journal article(s) that covers a Public Relations and/or Social Marketing issue in Canada today**20%
 2. **LEADING CLASS DISCUSSIONS (In teams of two or three, you will lead two of the whole class discussions during the semester. You will receive detailed instructions, expectations and marking rubrics for this assignment):**.....25%
 3. **FINAL EXAM (Take-home assignment) – 1500 word paper**20%
 4. **PLAN, EXECUTE AND REPORT ON A SOCIAL MARKETING CAMPAIGN (You will work on this project in teams of four or five students. You will receive detailed instructions, expectations and marking rubrics for this assignment):** 20%
 5. **PROFESSIONALISM: being PRESENT, active, ethical, honest, committed, well-organized, punctual, diligent, prepared, enthusiastic and cooperative member of our learning community:** 15%
- **TOTAL 100%**

Grade Summary:

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	Excellent/exceeds expectations
90% to 94.9%	A	Excellent/fully meets expectations
85% to 89.9%	A-	
80% to 84.9%	B+	
76% to 79.9%	B	Good
72% to 75.9%	B-	
68% to 71.9%	C+	
64% to 67.9%	C	Satisfactory
60% to 63.9%	C-	
55% to 59.9%	D+	
50% to 54.9%	D	Minimal Pass
0% to 49.9%	F	Failure

Textbooks and Other Mandatory Resources:

Core Textbooks for the course are:

Lee, Nancy R. & Kotler, Philip (2012). Social Marketing: Influencing Behaviours for Good. 4th Edition, Sage Publications, Inc.

Cardin, Maryse & McMullan, Kylie (2015). Canadian PR for the Real World. 1st Edition, Pearson Canada, Inc.

In addition to studying from the core textbooks, the following resources may be introduced and will affect your academic success in this course:

- 1) You are responsible for taking thorough notes in class.
- 2) Occasionally, there may be supplementary reading introduced and discussed in class.
- 3) The Moodle portal will be used to communicate weekly class activities, reading assignments, and any notes from class presentations

Outline:

This course first reviews basic concepts of the marketing discipline and the role of non-traditional marketing techniques, such as social media. It then focuses on key frameworks and real world tools and best practices in the fields of social marketing and public relations. (Some of the topics listed below may be added or deleted depending on time constraints. Weekly readings and homework assignments will be announced on the Moodle. However, for your planning purposes, a week-by-week agenda will be distributed to the class as a separate document not part of this syllabus

Policies:

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (Cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, it is highly recommended that they forward all messages from the Ambrose account to the other account.

During the **Registration Revision Period** students may to enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty. These courses will not appear on the student's transcript. Courses should be added or dropped on the student portal by the deadline date, please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a Request to Withdraw from a Course by the **Withdrawal Deadline**, please consult the List of Important Dates. Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund. A grade of "W" will appear on the student's transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Students, who find a conflict in their exam schedule must submit a **Revised Examination** Request form to the Registrar's Office by the deadline date, please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to engage in electronically-enabled activities unrelated to the class during a class session. Please turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Please do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. The professor has the right to disallow the student to use a laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a "**Course Extension**" from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date, please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control".

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Office of the Registrar in writing within 30 days of receiving

notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal to review final grades. If the appeal is sustained, the fee will be refunded.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University College as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to give credit to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Students are strongly advised to retain this syllabus for their records.