



OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC AND ASSOCIATE PROVOST

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MEMORANDUM

ATTENTION	Senate	DATE	September 15, 2011
FROM	Bill Krane, Chair Senate Committee on Undergraduate Studies	PAGES	1/1
RE:	Faculty of Communication, Art and Technology (SCUS 11-37)		

For information:

Acting under delegated authority at its meeting of September 15, 2011, SCUS approved the following curriculum revisions effective Summer 2012:

1. Canadian Centre for Studies in Publishing (SCUS 11-37a REVISED)
 - (a) New Course Proposal: PUB 212-3, Effective Practice in Communication
2. School of Communication (SCUS 11-37b REVISED)
 - (a) Description change for CMNS 247

Senators wishing to consult a more detailed report of curriculum revisions may do so by going to DocuShare: <https://docushare.sfu.ca/dsweb/View/Collection-12682>
If you are unable to access the information, please call [778-782-3168](tel:778-782-3168) or email shelley_gair@sfu.ca.



COURSE NUMBER PUB 212-3

COURSE TITLE

LONG — for Calendar/schedule, no more than 100 characters including spaces and punctuation

Effective Practice in Professional Communication

AND

SHORT — for enrollment/transcript, no more than 30 characters including spaces and punctuation

Effective Communication

CREDITS

Indicate number of credits for: Lecture 2 Seminar _____ Tutorial 1 Lab _____

COURSE DESCRIPTION (FOR CALENDAR). 3-4 LINES MAXIMUM. ATTACH A COURSE OUTLINE TO THIS PROPOSAL.

An exploration and applied examination of effective practice in public engagement using simulations of public relations practice including such elements as message research and planning, campaign development, promotion, publicity, image creation, crisis communication, and publication planning.

PREREQUISITE

25 credit hours; Pub 210 highly recommended

COREQUISITE

none

SPECIAL INSTRUCTIONS

That is, does this course replicate the content of a previously-approved course to such an extent that students should not receive credit for both courses.? If so, this should be noted in the prerequisite.

COURSES(S) TO BE DELETED IF THIS COURSE IS APPROVED

NOTE: APPROPRIATE DOCUMENT FOR DELETION MUST BE SUBMITTED TO SCUS

RATIONALE FOR INTRODUCTION OF THIS COURSE

This course builds on the principles and techniques taught in 210, Writing to Purpose, and introduces professional practices focused on engagement in specific areas of applied communication including event production, public relations, and media relations.



SCHEDULING AND ENROLLMENT INFORMATION

Indicate effective term and year course would first be offered and planned frequency of offering thereafter:

Spring, 2012 (if possible)

(NOTE: There is a two-term wait for implementation of any new course.)

Indicate if there is a waiver required: YES NO Will this be a required or elective course in the curriculum? Required Elective

What is the probable enrollment when offered? Estimate 60

Which of your present CFL faculty have the expertise to offer this course?

~~Rowland Lorimer, John Maxwell, Martin Laba~~

Are there any proposed student fees associated with this course other than tuition fees? YES NO
(If yes, attach mandatory supplementary fee approval form.)

RESOURCE IMPLICATIONS

NOTE: Senate has approved (S.93-11) that no new course should be approved by Senate until funding has been committed for necessary library materials. Each new course proposal must be accompanied by a library report and, if appropriate, confirmation that funding arrangements have been addressed.

Campus where course will be taught Initially, Harbour Centre

Library report status complete

Provide details on how existing instructional resources will be redistributed to accommodate this new course. For example, will another course be eliminated or will the frequency of offering of other courses be reduced; are there changes in pedagogical style or class sizes that allow for this additional course offering?

Within Publishing, other courses may be taught less frequently to accommodate PUB 212-3

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:

~~None~~

Articulation agreement reviewed? YES NO Not applicable

OTHER IMPLICATIONS

~~None~~



APPROVALS

- 1 Departmental approval indicates that the Department or School has approved the content of the course, and has consulted with other Departments/Schools/Faculties regarding proposed course content and overlap issues.

Rowland Lorimer, May 10, 2011

Chair, Department/School Date

Chair, Faculty Curriculum Committee Date

- 2 Faculty approval indicates that all the necessary course content and overlap concerns have been resolved, and that the Faculty/School/Department commits to providing the required Library funds.

Dean or designate Date

LIST which other Departments, Schools and Faculties have been consulted regarding the proposed course content, including overlap issues. Attach documentary evidence of responses.

~~School of Communication, School of Contemporary Arts, School of Interactive Arts and Technology~~

Other Faculties approval indicated that the Dean(s) or Designate of other Faculties AFFECTED by the proposed new course support(s) the approval of the new course:

_____ Date _____

_____ Date _____

- 3 SCUS approval indicates that the course has been approved for implementation subject, where appropriate, to financial issues being addressed.

COURSE APPROVED BY SCUS (Chair of SCUS):

_____ Date _____

APPROVAL IS SIGNIFIED BY DATE AND APPROPRIATE SIGNATURE.

PUB 212-3

Effective Practice in Professional Communication

Calendar Description:

An exploration and applied examination of effective practice in public engagement using simulations of public relations practice including such elements as message research and planning, campaign development, promotion, publicity, image creation, crisis communication, and publication planning.

Expanded Description:

A comprehensive exploration and applied examination of a wide range of methods of public engagement practices including public relations practice, marketing and publicity across media environments, publishing and digital media, message research and planning, campaign development and planning, promotion and publicity, the creation of images and brands and their management, crisis management and communication, and publication planning and management. Applied elements are contextualized within such themes as: the dynamics of persuasion; public relations practices; writing and production for impact; strategic communication; methods and applications in communication for publishing professionals; research methods for professional communication.

Outline of Weekly Themes:

Introduction

- Week 1 Effective, professional communication: an introduction
- Week 2 Persuasion and impact
- Week 3 History and survey of public relations
- Week 4 Style, language and delivery – writing/editing materials
- Week 5 Responding and anticipating crisis and change

Contextual Workshops*

- Week 6 Workshop #1 Planning and design in professional writing for effective communication
- Week 7 Workshop #2 Planning and design in Internet inquiry and writing for the Internet

- Week 8 Workshop #3 Planning and design in the use of social media
- Week 9 Workshop #4 Production of publications for media relations
- Week 10 Workshop #5 Event production, the creation of image and strategy

Overview and Integration

- Week 11 Organizational interest/public interest: assumptions, practice, engagement, obtaining and assessing results
- Week 12 Conclusions: Contextualizing professional practices in publishing and public relations
- Week 13 Class presentations – the final projects

Evaluation

Students will be evaluated on three course components:

- (1) Five in-class/workshop presentations (25%);
- (2) Five writing assignments related to each of the workshop themes (25%);
- (3) A final term project of writing and production (50%).

*The workshops will be highly interactive and participatory and group presentations related to the workshop theme will be assigned, detailed, prepared and presented in each workshop class. Students will present and receive feedback on their work in addition to seeing the work and hearing the critiques of the work of others. In addition, there will be a writing assignment in each of the workshop classes, due in the following week. There will be a major term project (writing and production) to be presented in the final class exposition.

Selected Bibliography:

- Edelman, D. (2010) *The Digital Reset: Communicating in an Era of Engagement*. Report, New Media Academic Summit, New York.
- Edwards, L. and Hodges, C. Eds. (2011) *Public Relations, Society & Culture: Theoretical and Empirical Explorations*. New York: Routledge.
- Faigley, L. et al (2008) *The Brief Penguin Handbook*. Toronto: Pearson.
- Frey, L.R. and Cissna, K.N., Eds. (2009) *Routledge Handbook of Applied Communication Research*. New York: Routledge.
- Hallahan, K. et al (2007) "Defining Strategic Communication". *International Journal of Strategic Communication* 1 (1), 3-35.

Hoggan, J. (2009) *Do the Right Thing: PR Tips for a Skeptical Public*. Wellington: Capital Books.

Lister, M. et al. (2009) *New Media: A Critical Introduction*. New York: Routledge.

O'Keefe, D.J. (2002) *Persuasion: Theory & Research*. Thousand Oaks, Ca.: Sage.



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MEMORANDUM

ATTENTION Bill Krane, Chair
Senate Committee on Undergraduate Studies

DATE September 6, 2011

FROM DD Kugler, Chair
Faculty of Communication, Art, and Technology

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RE:

On June 13, 2011, the Faculty of Communication, Arts, and Technology Undergraduate Curriculum Committee approved the following curricular revisions:

- School of Communication
 - ~~CMNS 221: Course Change~~
 - CMNS 247: Course Change

Both items were deferred at the July meeting of SCUS.

Please place these additional items on the next meeting of SCUS.

A large, stylized handwritten signature in black ink, appearing to be "DD Kugler".

DD Kugler

SIMON FRASER UNIVERSITY
Course Change Form

Existing Course Number: CMNS 247 Credits: 3

Existing Course Title: International Communication

Please check appropriate revision(s) being recommended:

Course Number: _____ Credit Hour: _____ Title: _____

Description: x Prerequisite: _____

(Note: Each revision being made must have appropriate "from", "to", and "rationale" sections completed below. Use additional pages if necessary.)

From: A survey and analysis of opportunities and constraints in the field of international communication. The course will consider perspectives from which to understand and address regional differences, universal patterns of communication in international relations, and in development co-operation. Comparative and contrastive examples will be drawn from communication practices current in the Asia-Pacific region.

TO: Topics covered may include Internet governance, the global news media, globalization of cultures, intellectual property and trade law, cyberwar, and the changing role of the state.

Rationale: Bringing description into line with current course content.

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

Effective date: ~~January 2012~~ **MAY 2012**

Approvals:

Alison Beale, Director
School of Communication

Chair, Faculty of Communication, Art &
Technology (FCAT)
Undergraduate Curriculum Committee

Chair
SCUS

date

date

date