



Role of Media Relations and Communications in Professional Practice

Course Number	EVDS 683 L07		
Pre/Co-Requisites			
Instructor Name	Trish Parder		
Class Dates	March 9-13, 2020		
Class Times	See Class Schedule Section of this Course Outline		
Class Location	3177		

Course Information / Description of the Course

The Role of Media Relations and Communication in Professional Practice: This course is intended to help future practitioners in Planning, Landscape Architecture, and Architecture better understand the role of communications and media relations in professional practice. Unexpected events- both positive and negative - and unanticipated issues can put your office's projects and you in the media spotlight. Alternatively, it's important to think about your reputation and brand with both the public and private partners and manage your communications effectively. This course is intended as an overview of the types of media and communication activities that can be used in a variety of professional situations based on lessons learned by the course instructor in thirty years of practice.

Learning Resources

Required Learning Materials will be provided during Block Course delivery.

Course Learning Outcomes

At the end of this course, students will be able to:

1. Understanding the role of media relations and communications in professional practice
2. Understanding what's involved in effective communication
3. Understanding effective use social media
4. Role of Communications in Crisis situations
5. Understanding the importance of relationships and stakeholder strategies

Assessment Components

Assessment Method	Description	Weight	Aligned Course Learning Outcome
Communications Scenario Part 1	Verbal presentation	30	1-5
Communications Scenario Part 2	Written exercise	70	1-5

Assessment and Evaluation Information

Attendance at classes and related field trips is expected and required during the Block Course unless medical or accommodation situations arise. If you are absent from two consecutive days you may be required to withdraw from the course as the Block course is only 5 consecutive days.

Digital assignment submission by email is acceptable unless the Instructor has explicitly requested that assignment should be submitted in hard copy or verbally presented or in power point.

Participants will be evaluated on a scenario assignment as outlined in the course schedule. All written and verbal presentation work is expected to be at a graduate level of written and spoken English consistent with Faculty of Graduate Studies (FGS) guidelines available through the following link: <https://www.ucalgary.ca/pubs/calendar/current/e-2.html>

Late assignments will not be accepted except on medical or compassionate grounds (such as a death in the family or a sick child) or unless there is a formal accommodation letter provided to the Instructor at the beginning of the Block Course.

The scenario assignment is progressive over the course of the five Block course days. The final grade assigned for the course will be based on the final/cumulative results.

Please note that FGS academic regulations state that a final course grade of "C+" or lower will result in required withdrawal from your degree program regardless of your overall grade point average (GPA) unless the program recommends otherwise. If the program permits a student to retake a failed course, the second grade will replace the initial grade in the calculation of the GPA, and both grades will appear on your official transcript.

Grading Scale

Grade	Grade Point Value	4-Point Range	Percent	Description
A+	4.00	4.00	95-100	Outstanding - evaluated by instructor
A	4.00	3.85-4.00	90-94.99	Excellent - superior performance showing comprehensive understanding of the subject matter
A-	3.70	3.50-3.84	85-89.99	Very good performance
B+	3.30	3.15-3.49	80-84.99	Good performance
B	3.00	2.85-3.14	75-79.99	Satisfactory performance
B-	2.70	2.50-2.84	70-74.99	Minimum pass for students in the Faculty of Graduate Studies
C+	2.30	2.15-2.49	65-69.99	All final grades below B- are indicative of failure at the graduate level and cannot be counted toward Faculty of Graduate Studies course requirements.
C	2.00	1.85-2.14	60-64.99	
C-	1.70	1.50-1.84	55-59.99	
D+	1.30	1.15-1.49	50-54.99	
D	1.00	0.50-1.14	45-49.99	
F	0.00	0-0.49	0-44.99	

Topic Areas & Detailed Block Course Schedule*		
Date	Topic	Assignments/Due Dates
March 9: Morning	Intro to Effective Communications	Create scenario and media panel questions
March 9: Afternoon	Social Media	
March 10: Morning	Importance of relationships	
March 10: Afternoon	Media Panel	In class scenario
March 11: Morning	Crisis Communications	
March 11: Afternoon	Ad Agency Tour	In class scenario
March 12: Morning	Stakeholder Strategy 1	
March 12: Afternoon	Stakeholder Strategy 2	In class scenario
March 13: Morning	Scenario Presentations	
March 13: Afternoon	Guests and Discussion	* Final Scenario Assignment
*Detailed Course Schedule Available at First Class		

Media and Recording in Learning Environments

Part 1

University Calendar: <https://www.ucalgary.ca/pubs/calendar/current/e-6.html>

Recording of lectures (other than audio recordings that are pre-arranged as part of an authorized accommodation) is not permitted.

Students may not record any portion of a lecture, class discussion or course-related learning activity without the prior and explicit written permission of the course instructor or authorization from Student Accessibility Services. For any other use, whether by duplication, transcription, publication, sale or transfer of recordings, written approval must be obtained from the instructor for the specific use proposed. Any use other than that described above constitutes academic misconduct and may result in suspension or expulsion.

Part 2

The instructor may use media recordings to capture the delivery of a lecture.

The instructor will notify all students and guests in the class that the event is being recorded. If a student or guest wants to take steps to protect privacy, and does not want to be recorded, the instructor will provide the individual (s) with an alternative means of participating and asking questions (e.g., passing written notes with questions). Students cannot be penalized for choosing not to be recorded in situations where participation is part of the course. Students must be offered other ways of earning participation credit that do not involve recording.

Any video-recording would be intended to only capture the instructor and the front of the classroom. Students/other participants would not necessarily be visible on video recordings.

University of Calgary Policies and Supports

ACADEMIC ACCOMMODATION

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/. Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

ACADEMIC MISCONDUCT

Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Most commonly plagiarism exists when: (a) the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work, (b) parts of the work are taken from another source without reference to the original author, (c) the whole work (e.g., an essay) is copied from another source, and/or, (d) a student submits or presents work in one course which has also been submitted in another course (although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved. While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted. Plagiarism is an extremely serious academic offence. Any suspicion of plagiarism will be reported to the Dean, and dealt with as per the regulations in the University of Calgary Graduate Calendar.

For information on academic misconduct and its consequences, please see the University of Calgary Calendar at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

COPYRIGHT LEGISLATION:

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf) and requirements of the copyright act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorised sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY

Student information will be collected in accordance with typical (or usual) classroom practice. Students' assignments will be accessible only by the authorized course faculty. Private information related to the individual student is treated with the utmost regard by the faculty at the University of Calgary.

UNIVERSITY STUDENT APPEALS OFFICE: If a student has a concern about the course, academic matter, or a grade that they have been assigned, they must first communicate this concern with the instructor. If the concern cannot be resolved with the instructor, the

student can proceed with an academic appeal, which normally begins with the Faculty.

<https://ucalgary.ca/student-appeals/>

More student support and resources (e.g. safety and wellness) can be found here:

<https://www.ucalgary.ca/registrar/registration/course-outlines>