

Public Relations and Communications for Not-for-Profits

NTPT 6207

Course Outline

Description: The non-profit industry has a lot of competition – how do you stand out from the pack? This course will show you how to create communication strategies that differentiate you from fellow non-profits. You will learn how to write a communication plan, build strong media relations and develop messages that stick. In addition, you will learn how to recognize a crisis and build an appropriate response plan

Course Goal: To empower non-profit staff to be better marketers and enhance their organization's reputation and impact through effective communications strategy and evaluation.

Course Objectives: At the completion of this course, the student will be able to:

- Develop strategies to build and manage a powerful brand
- Write a communications plan
- Implement communication policies appropriate to their organization
- Build stronger relationships with media
- Recognize the potential damage of a crisis and how to respond to media

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Course Schedule:

Day 1

- 9:00 Orientation & introductions
- 9:30 Communications primer
- 10:30 Build-a-brand
- 11:00 Sticky messages
- 12:00 Lunch
- 1:00 Communications plan essentials
- 3:45 Check in & wrap up

Day 2

- 9:00 Check in
- 9:15 Media relations, with tips for working with specific media types
- 11:00 Crisis communications
- 12:00 Lunch
- 1:00 Social media
- 2:30 Communications policies & best practices
- 3:45 Evaluation & wrap up

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

How would you rate your overall experience?

Please indicate your agreement with the following statements:

The course content was relevant and valuable.

The instructor conducted class sessions in an organized, well-planned manner.

The instructor explained concepts clearly.

The instructor displayed enthusiasm and energy in conducting class sessions.

The instructor made me feel comfortable in the learning environment.

The instructor encouraged my participation and interaction.