

Community Relations CMPR6204

Course Outline

Description:

Corporate branding and social responsibility are key components to developing working relationships with key stakeholders in the community. This course will show you how to identify issues and conditions affecting corporate communications within the community, how you currently interact with your community, what the community expects from you and how these relationships can be improved.

Course Goals:

- Learn one or two things that will help you in your job when it comes to working with the community.
- Learn to write and execute a community relations plan.
- Learn to understand and work with groups and stakeholders in the community.

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

- Write and execute a communications plan.
- Develop a key list of stakeholders that are critical to their organization.
- Take the Community Relations Survey and see how well your organization scores.
- Learn how to build positive relationships with members of your community.
- Learn how to work with government.
- Dealing with hostile groups

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/board/code.pdf>

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Course Schedule:

Day 1 Topics

Introductions

Why practice community relations?

"Community Relations Pursuit" 10 questions to test your CR skills

Course objectives

Housekeeping items

Community relations – Who does it well, who doesn't?

Take the test – The community relations survey

Community relations realities

History of community relations

Community relations goals

Who is our community?

Typical stakeholders

Interactions with the community

What does the community want from you?

What do you want from the community?

Building positive relationships

Who play a role in community relations?

Tools of the trade

Tricks of the trade

Building a communication relations plan

Community relations will....

Take home assignment

Look ahead for tomorrow

Day Two

Review course objectives

Case study presentations – Your turn!

Reputation management

Corporate character

Government relations

Involving the CEO

Working with the CEO

Involving your employees

Community relations – What to do when you are a big target?

Working with special interest groups

Power

When a crisis hits

Dealing with complaints

Entering and exiting a community

Issues management

The web – Your front door

Blogs – Friend or Beast

Review course objectives

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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.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.