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Please note the following important information:
Durham College strives to ensure the accuracy of the information in this publication. Please note that the academic curriculum is continually reviewed and revised to ensure program quality and relevancy. As such, the college reserves the right to modify or cancel any course, program, fee, procedure, timetable or campus location at any time. Please consult our website at [http://www.durhamcollege.ca](http://www.durhamcollege.ca) for the most current information.

June 2014
WELCOME STUDENTS

A Message from the Dean

On behalf of the faculty and staff of Durham College, it is a pleasure to welcome you to Durham College. You are embarking upon an exciting, challenging and rewarding journey.

We wish you success in your studies, supportive new relationships and exciting future in your chosen career. We are committed to meeting your educational needs by providing a high quality program. We will do our best to support you in developing yourself for your career. If you have any questions or need any kind of assistance please ask us. We are here to help you.

We are pleased you have chosen Durham College. We look forward to working with you.

Greg Murphy, MFA
Dean School of Media, Art & Design

A Message from the Vice-President Academic

Congratulations on choosing Durham College and taking a very important step in preparing for your future. Durham College is known for high quality programs, leading edge technology, an award winning library and a student-centered approach to learning. Supporting our mission that the student experience comes first, Durham College is committed to providing students with quality learning experiences and support in finding fulfillment in education, employment and lifelong learning.

Our programs are continually shaped by market needs and delivered by exceptional teachers with real-world experience. The program you have chosen has been designed to help you develop the necessary skills and knowledge to support your success in your chosen career path. Our dedicated and professional staff and professors are committed to helping you achieve your educational goals and your career aspirations.

Durham College strives to be accountable to students and employers through the preparation of work-ready graduates who will continue to live our “success matters” focus in their professional work environment.

We are pleased you have chosen to study at Durham College and we look forward to supporting your learning journey – work hard, have fun, enjoy your college experience and campus life.

I wish you much success with your studies.

Judy Robinson, Vice President, Academic
CONTACT INFORMATION

The School of Media, Art & Design Office is located in C-Wing. Our office hours are Monday – Friday 8:00 a.m. – 4:30 p.m. Staff and Faculty can be reached by phone by dialling (905) 721-2000 and then the extension as listed on this directory....

OFFICE AND ADMINISTRATIVE STAFF

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<td>Paul Koidis, Associate Dean</td>
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<td>Stacey Leaming-Conroy, Assistant</td>
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FIELD PLACEMENT

Field Placement – Non-profit
Overview

During the fourth semester Public Relations students will spend a minimum of eight hours a week, each Monday working on-site for a non-profit agency.

It is an opportunity in which students begin to apply the public relations principles they have learned during the previous three semesters. This placement is the first opportunity for students to discover the realities of the public relations non-profit workplace.

Students will act as public relations consultants and will implement a public relations plan developed specifically for the agency in Strategic Communications Planning (WKSP 3302). Students are required to submit work samples and weekly dockets of activities that are signed by the supervisor. In the second last week of the placement they are also required to have an evaluation filled out by their supervisor.

Students research non-profit agencies during the third (fall) semester. Students are required to secure a non-profit contract with a suitable, approved client during the fourth week of the fall term. The students are also required to develop a communications plan for the non-profit client during the third semester.

In order to write their communications plan, students will need to do extensive research on the non-profit agency and the campaign they will be working on for the client. They will need to consult with the supervisor frequently during the fall semester to obtain necessary information.
Important Dates
During the 2014-15 academic year, the non-profit placement program will begin on Monday, January 5, 2015 and will end on Monday, April 13, 2015.

Non-Profit Placement Learning Experiences
- To provide the student with practical public relations experience working for a not-for-profit agency.
- To research, plan, organize, execute, and evaluate projects that will assist the placement agency. These projects will have been identified in the public relations communications plan developed for WKSP 3302.
- To work under the direct guidance and supervision of a professional Public Relations practitioner. This experience will prepare students for field placement (FWK 5300).

ELIGIBILITY FOR NON-PROFIT PLACEMENT
In order for students to participate in the non-profit field placement component of the public relations program students must fulfill each of the following criteria:
   a) Student's must have successfully obtained all credits in all subjects in year one, as well as obtain a cumulative G.P.A of 2.0 at the end of their first year in public relations in order to qualify for year two of the program.
   b) Students must have successfully completed all public relations credits from semesters 1-3 in order to qualify for a non-profit field placement during WKSP 4306.
   c) Students must achieve a term G.P.A. of 2.0 during semester 3 in order to qualify and pursue a non-profit field placement for WKSP 4306.

Field Placement - Corporate
Overview
Field placement is an important and integral part of Durham College’s successful Public Relations program. The corporate field placement takes place in the fifth semester of the fast-tracked three year diploma program. Students will spend 14 weeks at a corporate public relations placement of their choice. Each student is responsible for finding their own placement. Field placements are approached as actual job situations in which students are interviewed for placement and are expected to perform at a professional level.

Field placement provides students with an opportunity to put into practice all the skills learned and developed over the previous four semesters.

Each placement will be different, as a variety of organizations participate in the program. Each student will, however, have the opportunity to “apply” for the placement of his/her choice. No specific placement can be guaranteed, however, a list of
organizations that have previously been involved in the program will be made available to students. This information may be used as a resource guide to help aide students with their placement selection.

Each student is responsible for obtaining a suitable placement.

The field placement component is treated as a separate subject; therefore, students must complete placement in order to qualify for a three-year diploma. Since the public relations program is offered over two calendar years (five semesters), students will have the opportunity to enter the work force one semester earlier than most other programs.

Since agencies have no financial obligation to placement students, it is recommended that students be prepared for extra job related expenses during the fifth semester of the public relations program. As an example, these expenses may include costs associated with travel, meals and business clothing.

Important Dates
During the 2014-2015 academic year, the field placement program will begin on Monday, May 4, 2015 and ends on Friday, August 7, 2015.
General Notes on Corporate Field Placement

Overview:

1. Field placement is a dedicated course within the Public Relations Program and as such, students must complete placement in order to qualify for a three-year diploma.

2. Placement workshops will be held, beginning in January, to prepare students for placement.

3. Placement will last for a minimum of 14 weeks, at a minimum of 40 hours per week. (or the standard hours of operation for the placement agency)


5. Each student is responsible for arranging their own placement under the guidance of the faculty of the Public Relations program.

6. In order to participate in the placement program students must fulfil each of the following:
   a) Students must have successfully obtained all credits in all subjects within the public relations program;
   b) Students must achieve a G.P.A. of 2.0 at the end of semester three in order to pursue a placement;
   c) Students must maintain a G.P.A. of 2.0 throughout the fourth semester in order to qualify for field placement.

7. The final decision of student participation in any placement rests with the Coordinator of the Public Relations Program.

8. Prior to signing a contract, each student must obtain the following documents from a sponsoring agency.
   a) Job description which includes the duties and responsibilities of the placement;
   b) A brief description of the business activities of the organization including a client list;
   c) An organization chart of the department as well as the reporting structure for the placement.

9. More than one student may seek an interview with a placement agency and more than one student may accept placement with an agency.

10. Students are required to submit bi-weekly dockets and samples of work to the Field Placement Supervisor at Durham College during their field placement.
Requirements of our Field Placement Sponsors:

1. Provide Durham College Public Relations program faculty with a public relations job description in advance of signing the contract. The job description should include the duties and responsibilities the student will undertake during the field placement. These duties could include:
   - Writing
   - Media Relations
   - Event Planning and Implementation
   - Fundraising
   - Communications Planning
   - Proposal Development
   - Research
   - Electronic Publishing
   - Photography
   - Client Presentations
   - Layout and Design
   - Clerical Duties (not to exceed 20% of placement responsibilities)
   - Other (please specify)

2. Provide a brief description of the business activities of the organization including a client list.

3. Provide an organization chart of the department as well as the reporting structure for the placement.

4. The work program must be related to public relations. Please provide the student with a range experiences such as writing, event planning, media relations, research etc.

5. Provide the student with an orientation to the office and public relations function in your organization including policies, procedures and personnel.

6. The student supervisor should be a full-time public relations practitioner who is available to supervise the student throughout the course of their employment. The supervisor will be the contact for the college and must be available on site at the placement location to oversee, monitor and evaluate the students work. Student skills are at an entry level; therefore, it is a critical part of the learning experience to receive professional supervision, explanations, advice and counsel.

7. A workplace within the corporate office environment must be available at the placement for the student to conduct their work. The student must have a desk, chair and phone as well as access to computer and any other tools necessary to complete their work assignments for the placement agency. Home offices are not eligible as field placements.
8. Agencies have no financial obligation to pay placement students. However, students must be reimbursed for any expenses incurred while carrying out job assignments for the field placement. Please note that many students operate on a very limited budget and may find it necessary to seek placement that is either closer to home or offers some form of remuneration. Some placement agencies have provided students with funds to offset transportation and lunch costs. Others have provided honorariums. The student’s appreciate any remuneration sponsors can provide. The College is not part of any negotiations for remuneration.

9. Agencies should report any problems or difficulties with placement students immediately to the College faculty. Students understand that placement can be terminated in the same manner as regular employment.

10. Meet with the College placement supervisor during an on-site visit to discuss the student’s progress.

11. Complete a formal evaluation of the student provided by the college mid-way through the placement and at the end of the contract.

Requirements of our Field Placement Sponsors:

12. Provide Durham College Public Relations program faculty with a public relations job description in advance of signing the contract. The job description should include the duties and responsibilities the student will undertake during the field placement. These duties could include:
   - Writing
   - Media Relations
   - Event Planning and Implementation
   - Fundraising
   - Communications Planning
   - Proposal Development
   - Research
   - Electronic Publishing
   - Photography
   - Client Presentations
   - Layout and Design
   - Clerical Duties (not to exceed 20% of placement responsibilities)
   - Other (please specify)

13. Provide a brief description of the business activities of the organization including a client list.
14. Provide an organization chart of the department as well as the reporting structure for the placement.

15. The work program must be related to public relations. Please provide the student with a range experiences such as writing, event planning, media relations, research etc.

16. Provide the student with an orientation to the office and public relations function in your organization including policies, procedures and personnel.

17. The student supervisor should be a full-time public relations practitioner who is available to supervise the student throughout the course of their employment. The supervisor will be the contact for the college and must be available on site at the placement location to oversee, monitor and evaluate the students work. Student skills are at an entry level; therefore, it is a critical part of the learning experience to receive professional supervision, explanations, advice and counsel.

18. A workplace within the corporate office environment must be available at the placement for the student to conduct their work. The student must have a desk, chair and phone as well as access to computer and any other tools necessary to complete their work assignments for the placement agency. Home offices are not eligible as field placements.

19. Agencies have no financial obligation to pay placement students. However, students must be reimbursed for any expenses incurred while carrying out job assignments for the field placement. Please note that many students operate on a very limited budget and may find it necessary to seek placement that is either closer to home or offers some form of remuneration. Some placement agencies have provided students with funds to offset transportation and lunch costs. Others have provided honorariums. The student’s appreciate any remuneration sponsors can provide. The College is not part of any negotiations for remuneration.

20. Agencies should report any problems or difficulties with placement students immediately to the College faculty. Students understand that placement can be terminated in the same manner as regular employment.

21. Meet with the College placement supervisor during an on-site visit to discuss the student’s progress.

22. Complete a formal evaluation of the student provided by the college mid-way through the placement and at the end of the contract.
Field Placement Students – please note the following:

Transportation – it is the student’s responsibility to find and pay for transportation to and from placement.

How to call in sick, etc. – if you are unable to attend work due to an emergency or illness, please contact your Supervisor at your place of work and also the Field Placement Supervisor (TBA).

Dress code – professional business attire is required.

Who supervises the student while on placement – Field Placement Supervisor (TBA).

Who completes the evaluation – The work supervisor.

If a student has an issue while on placement; who do they call at the college – Field Placement Supervisor (TBA).
PROGRAM INFORMATION
Public Relations Program

Public relations practitioners must be versatile skilled writers and speakers. They must also know how to get along with people of different backgrounds and interests and must have a broad range of general knowledge.

The essence of public relations is communication. Public Relations practitioners help people and organizations explain who they are, what they do, and why they do it. The challenge of this communication is to create favourable understanding and acceptance of the communicator, organization, and activities.

The Durham College Public Relations program is a fast tracked three-year diploma program that is offered within two calendar years (five semesters). This means that a six-semester program is delivered in five semesters. This allows you to enter the work force earlier.

The program offers students the opportunity to study and learn from theoretical discussion, case studies, and practical application in the execution of community and college related projects.

Public relations is practiced in the private sector (business), public sector (government), and not-for-profit sector (charity or community service).

The practice of public relations varies. On-the-job activity might include interviewing and writing articles for an employee newsletter; holding a media conference to explain an organization’s policy or position; writing a news release to announce a plant expansion or closing; or writing a magazine or news article to promote a company or organization; working with an advertising agency to develop publicity to enhance an organization’s image; or working with various forms of social media; or choosing a cultural or sports event for corporate sponsorship. In the not-for-profit sector the job can also entail fundraising.

Public relations practitioners must have a good understanding of public opinion, and be able to use a variety of techniques to identify and interpret public opinion.

The successful organization plans its public relations rather than simply letting it happen, unplanned, with unpredictable and potentially negative results. Most large companies, government agencies and social agencies recognize the need for planned, full-time public relations activities. Public relations consulting firms also serve the communication needs of many of these organizations, as well as the needs of smaller firms whose public relations requirements are less demanding and more intermittent.
WHAT YOU WILL LEARN
The course is designed to give you both knowledge and/or experience in the following skill sets.

Communications
strong writing skills
sensitivity/knowledge of audience and purpose
ability to synthesize key messages
writing feature stories
speeches/scripts
PSA (public service announcement)
position paper/backgrounders
newsletters/magazines
fundraising letter
non-profit communication plans

Social Media

Interpersonal/Communication Skills
articulate ideas i.e. key messages
initiative
recognize audience & purpose
shareholder, employee media

table

Media Relations
working well under pressure
crafting story pitches
planning media conferences and media kits

table

Management
Flexibility
marketing skills
planning (models etc.)
interpersonal skills
team building
leadership skills
fundraising (ability to attract support)
management of volunteers

Technology
electronic writing, styles, email
Web page development - Windows/MAC operating systems
Microsoft Office (Word, PowerPoint, Excel)
use the Internet for research, media relations, information, marketing
Video Production Techniques

media - photography, video
InDesign
Photoshop
I movie and digital video cameras
Strategic Problem Solving
adaptable, flexible
confident, self-assured
professional
accurate
sound, mature judgment
organizational skills
the ability to remain focused
strategic planning
networking
crisis management (role playing)
represent the organization (the ability to put
critical thinking
treat their jobs as a profession
personal thoughts aside)
project management “what does a good job look like”
treating their jobs as a profession
marketing, community relations

CAREER PATHS
What jobs await our grads?
- Public Relations Consultant/Officer
- Social Media Writer/Editor
- Media Relations Coordinator
- Communications Coordinator/Officer
- Account Executive
- Speech Writer
- Publications Editor
- Corporate Events Coordinator
- Development/Fund-raising Specialist
- Publicist
- Employee Communications Officer

REFLECTIONS
In second year, our students bring their skills together to write, edit and design pages for Reflections, the college’s alumni magazine. Since Durham’s Public Relations class began working on Reflections in 1993, the magazine has won the Trillium award four times for being the best alumni magazine in the province.

IABC KAY STAIB AWARD
A $500 award from IABC will be given to the student who is an IABC member. The student must demonstrate not only academic strength and leadership within the public relations program but also a commitment to volunteerism within IABC.

CPRS DORIS WHITESIDE AWARD
A $100 award from CPRS will be given to the student who is a CPRS member. The student must demonstrate not only academic strength and leadership within the public relations program but also a commitment to volunteerism within CPRS.

ASSOCIATIONS
There are two professional associations governing the public relations industry: The Canadian Public Relations Society (CPRS) and The International Association of Business Communicators (IABC).
PROGRAM LEARNING OUTCOMES

1. Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources, to manage a range of stakeholder* relationships and support organizational objectives.

2. Coordinate and contribute to the implementation of strategies and tactics and the management of budgets and resources for a range of public relations activities to achieve communication objectives and meet activity guidelines and requirements.

3. Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s)* and to a specified deadline.

4. Apply visual, audio, multimedia and interactive elements, fundamental design principles and accessibility standards, independently and collaboratively, to enhance the production of effective, timely communications appropriate for diverse channels* and audiences.

5. Select information sources, research tools and results, and apply analytical skills to guide the development of communication objectives, selection of strategies and tactics and evaluation of the impact of public relations activities.

6. Engage stakeholders* by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s)*.

7. Comply with and support others to work in accordance with relevant professional association and industry codes of ethics, public relations professional standards and practices, and legal obligations, protocols and policies.

8. Keep current with emerging social and economic trends, and local, national and global issues to enhance public relations plans and activities, support organizational effectiveness and stakeholder* relationships, and guide ongoing personal professional development.

9. Select and use current and emerging technologies to enhance the quality and delivery of public relations activities and support organizational effectiveness.

10. Select strategies and tools to build and maintain professional relationships to support public relations activities, organizational objectives and career development.
# Public Relations

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WEEKLY BREAKDOWN:

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### Public Relations

**Course Name**

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**Semester 5**

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**Notes:**

- **ELE** - ELECTIVE - Students may take one or many subjects, depending on the requirements of their program. ELET - represents a typical subject load and IS included in the total hours per week, to reflect the total hours per week required.
- **OPT1/OPT2/OPT3** - OPTIONS - Students choose subjects. OPT1 subjects are included in total hours per week.
- **GEN ED** - General Education - Subjects marked at the left margin with G are "General Education" subjects.
PROGRAM SPECIFIC ACADEMIC POLICIES & PROCEDURES

Laptop Policy
To support a positive and professional learning environment, students are expected to refrain from activities not related to classroom learning. When using their laptops, students are to exercise courtesy and respect, and limit the use of the laptops to activities that support their academic studies. Students are discouraged from surfing the net and accessing online material such as games when not related to classroom learning. They are also discouraged from using earphones, except for auditory learning experiences. Students are expected to have valid licences for personal use of software in Durham College classrooms in accordance with Mobile Computing Policies #1 and 6.

Faculty has the right to ask students to refrain from the use of laptops when activities are not conducive to classroom learning. Students may be asked to leave the classroom if they do not comply with these policies. In the case where faculty may use a non-laptop teaching method, students are expected to comply with the faculty's request not to use the laptop.

Computer Use
Students will be restricted to using the software required to complete the assigned work. Network or Internet connections may be used only when the professor considers it necessary.

Note Taking
Any time students are required to take lecture notes, those notes must be taken by hand. This allows students to develop note-taking skills, a necessary requirement for those who must conduct interviews for research purposes. Note-taking skills are also necessary in client meetings, etc. Laptop computers will not be allowed for taking notes.

Required Texts and Supplies
The laptop computer and all software requirements specified as necessary for the Public Relations Program.

Cell Phones and Other Devices
During class, cell phones and other personal electronic devices must be turned off and kept in a bag or backpack.

Passing Grade Policy
Since Public Relations is a writing intense program, students MUST achieve a minimum grade of 60% for credit in Writing 1 for Public Relations and Writing II for Public Relations as well as Public Relations Copy Writing I. Students must obtain 60% in Strategic Communications Planning in year two.
Eligibility for Year Two
Students must obtain a cumulative G.P.A. of 2.0 at the end of their first year in Public Relations in order to qualify for year two of the program as well as obtain all credits from semesters one and two.

Tests and Assignments
This policy applies unless otherwise stated in the subject outline or individual assignment sheet:

- Assignments are to be submitted at the beginning of the class on the due date unless otherwise instructed by the professor.
  - For Year One Students: Students must notify the professor in advance if an assignment will be late. The penalty for late assignments is 25% of attained mark for a period of up to and not exceeding five days after the due date. (five calendar days)
  - For Year Two Students: late assignments will not be accepted.
  - Tests will be given only once. If an emergency occurs telephone and leave a message with individual professors before the test or assignment deadline. Contact your professors within three days of your return to school and provide the appropriate documentation. If students do not call prior to assignment due date or test, an automatic zero will be assigned. It is the student’s responsibility to contact their professor for missed assignments and/or tests.
  - Should long term serious illness or other grave occurrences interfere with your ability to attend class and maintain deadlines, you must contact a student advisor upon three days of your return to school and provide the appropriate documentation specific to those dates missed.

- All assignments are directly related to the specific roles of a public relations professional; therefore, all assignments must be satisfactorily completed in order to achieve a passing grade in the subject.
  - If a student receives an incomplete (INC) in a particular course, it is the student’s responsibility to contact the professor (within ten days of receiving the incomplete) to discuss what is necessary to achieve a pass.

Professions within the communication arts field are often deadline oriented; therefore, good time management skills are required.
Plagiarism

In the field of public relations, plagiarism is specifically addressed in both the CPRS and IABC codes of conduct. For that reason, plagiarism cases in the PR program are treated as serious breaches of professional ethics and receive the maximum penalty allowed under the Durham College policy. Thus, it’s critical that PR students understand the various types of plagiarism and how to avoid them. See the Public Relations Program Guide and the Student Handbook for detailed information about plagiarism.

Some Popular Misconceptions

Students may think that it is unacceptable to cite too many external sources in the process of writing an essay or report. They feel that a substantial portion of what they write must be “their own ideas, in their own words.” Certainly some of this is desirable. However, it is equally important that a student demonstrates that he or she is familiar with a representative range of the most current and accepted authorities in the field under study. To be able to quote these authorities extensively and often in an appropriate manner is usually encouraged. In short, most instructors will expect a balanced presentation of the properly acknowledged views of the best references in the field plus some attempt at personal opinion by the student.

Attendance

This policy applies unless otherwise stated in the subject outline:

The single best predicator of success in the Public Relations program is attendance. In most subjects, final grades depend heavily on projects completed during the year. Obviously, the student who has attended every class will be in a better position for earning high marks than a student who has missed many classes.

The Program prepares students for success in the deadline-oriented world of advertising, newspapers and magazines or public relations. Your employer would expect you to be on the job every day - or if you can’t, to have the courtesy to let someone know. The same is expected of Durham’s students. If you cannot attend a class, phone in ahead of time.
The faculty are dedicated to help you succeed in your endeavors and will be on the lookout for any student who exhibits signs of attendance problems.

- Students are expected to contact the teacher in advance of any absence. This could be through a phone call or by memo the day previous to the absence.
- Problems in attendance will be recommended to the Student Advisor for counseling. Some teachers may require evidence that underlying problems have been corrected before such a student will be readmitted to classes.
- A student who shows professionalism in coming to class on time with homework and other preparation completed, and who remains for the entire full class, will be considered present for that class.
- Students who have missed a substantial amount of the course content will ineligible for make-up assignments and may be counseled to withdraw from the subject.
- If a student misses three (3) classes in a row an “Academic Alert” form will be issued to the student.

**Student Progress**
Students are responsible for checking their marks and seeking additional help in a timely fashion if their marks warrant it.
POLICIES FOR THE SCHOOL OF MEDIA, ART & DESIGN

Communications

- Pursuant to the Freedom of Information & Protection of Privacy Act, the divisional office will not release any personal information regarding a student. This includes academic standing, personal data, timetable information, etc. Information will not be released to any relative including spouse, mother or father. If a student wishes to include parents in any conversations, a Freedom of Information Release form must be completed prior to the meeting.

- Students are responsible for regularly checking their MYCAMPUS email and DC Connect for messages from professors.

- If the student has a concern with a particular course, the student should speak directly to the professor. If the matter cannot be resolved, students may make an appointment with the Student Advisors (Kerry Doyle-Brownell or Alexandra Burke) and may be referred to the Dean.

- Staff in the School of Media, Art & Design may be contacted in three ways: by telephone (905-721-2000), by email, or by appointment. Check with professors on their preferred contact method.

Timetables

- Timetables are available online through our intranet – MYCAMPUS. You can view and/or print your timetable from any computer with Internet access. If you require assistance, please contact the Help Desk: 905-721-2000 x 3333.

Disclaimer

- Because of the ongoing need to improve our curriculum, there may be some changes in courses offered. If this occurs, we will notify those affected.

Labs

- Computer labs are reserved for coursework. Games are not permitted. No adult materials should be displayed at any time and no MSN or other chat rooms are permitted.

- Photography labs are reserved for registered students only. Safety procedures must be followed at all times. Students are responsible for tidying their own work area after use.

- Program specific labs are used for classes and program activities. Students who wish to use these labs during scheduled classes must do so with minimum disruption to the class and approval from the professor.
Graduation Requirements

- Students must have a cumulative G.P.A. of 2.0 or higher to be eligible for graduation. In addition, a student must have successfully completed all required courses.
- A student who has a G.P.A. of less than 2.0 should contact the school office to arrange for academic counseling. Please refer to the Grading System section of the Student Handbook for more information.
- At least 25% of the completed program subjects and/or weighted credit hours must be completed at Durham College to be eligible for a Durham College diploma.

Final Marks

- Faculty members or office staff will not release final marks. Grades will be posted on MYCAMPUS.

Student Work

- Faculty will return student work directly to the student normally within a scheduled class hour.
- Students must hand in work following submission directions from the professor. It is the student’s responsibility to submit work to the professor before the due time and date. Unless informed otherwise all work is due at the beginning of the class. The media, art & design industry is deadline oriented; therefore students must learn excellent time-management skills. All late submissions will attract a penalty deduction or may not be accepted. Check your subject outline for specific penalties assigned to each course.
- Under no circumstances is work accepted at the Administration office.
- All submissions must meet specified guidelines as detailed by the professor.
- In-class assignments cannot be made up.
- Students should keep back-up copies of all assignments in case the original is lost.
- Assignments submitted electronically must be in the format designated by the professor. Attachments that will not open are the responsibility of the student and subject to late or non-submission penalties.
- Medical documentation or other documentation will be required in cases of missed assignments and tests.
Attendance

- Class attendance and participation will enhance your opportunities for success.
- If a student is absent for three consecutive classes the professor will contact the administration office and the student will be contacted.

Tests

- All tests must be written as scheduled.
- Students who arrive late for a test will not be allowed to write the test and will not receive a make-up opportunity.
- If the student expects to miss a test, they must contact the professor before the test begins.
- Medical documentation or other documentation will be required in cases of missed tests.
**MAD RESOURCES FOR STUDENTS**

There are a wide variety of excellent resources available to students enrolled in the School of Media, Art & Design. To assist in the access and appropriate use of these resources, MAD has friendly, expert staff available to help with equipment sign-out, technical issues, and colour printing.

Meet the staff:
- Jim Ferr………………….Technical Coordinator / Server Specialist
- Darren Fisher……………..Mac Technologist
- Oliver Fernandez..........Photo/Video Technologist
- Megan Pickell……………..Media Loans and Colour Printing

Our support staff can be found in our Tech Offices (C225 or C12) or in Media Loans (L120).

**Media Loans – Room L120**

To support student assignments, an equipment sign-out service is provided. To borrow equipment, the student must login to https://marks.durhamcollege.ca/signout and agree to our online agreement, reserve equipment needed and then present a valid student ID card in L120, which is scanned along with the asset tag on the piece of equipment being borrowed.

Equipment available for sign-out includes: DSLR cameras, lenses, tripods, flashes, digital video cameras, graphic tablets, microphones and more. For details, please visit L120.

**Due Dates**

Because this equipment is a resource shared by students in multiple programs and classes, reasonable return dates for equipment have been established. Each student must abide by the rules in the borrower agreement and will be responsible for College equipment in their possession. Failure to return equipment by the due date and time will result in a progressive restriction of borrowing privileges. For details on current policies, please visit room L120.

**Sign-Out Procedure**

Media Loans Office hours of operation are posted outside room L120. Students are required to present a valid student card to borrow equipment. Equipment cannot be signed out without a student card. To replace a missing student card, please visit Campus ID Services.

**Lost or Damaged Equipment**

Lost or damaged equipment should be reported to the Media Loans staff immediately. If equipment cannot be returned by its due date please e-mail Jim (jim.ferr@durhamcollege.ca) or call the divisional office at (905) 721-3067 to avoid restrictions on your borrowing privileges.
Colour Printing – Room L120
Colour laser printing is available during hours posted on the door of L120. The procedure for obtaining colour prints is as follows:

- Colour prints are purchased (minimum quantity of 5) from the Accounting cashiers in the Student Services Building. Pricing information is available in room L120.
- Alternatively, on Mondays, Wednesdays and Fridays students can purchase print credits in L120 but only with a debit or credit card, no cash.
- Once payment has been made, the student must present the receipt in room L120 where the number of prints purchased will be recorded in our database.
- Files to be printed can be sent to the colour printer from any computer on the network. Once a file has been sent to the printer, the student must visit L120 and present a valid student card to release the print. Staff will record each print to update our database and keep track of the number of remaining print credits.
- Additional print credits can be purchased as required. Please note that the Accounting department closes at 4:30 PM and is located in the Student Services Building.

The MAD colour printer supports letter, tabloid and 12 x 18-inch sizes — paper is supplied. Please see our support staff in room L120 for further details.

Macintosh Desktop Labs
Our support staff are experts in the setup, operation and maintenance of Macintosh hardware. Our Mac labs are L101, L108, L127 and B111. Our goal in selecting the operating system and applications we install is to ensure maximum stability and functionality. If you have questions about specific software versions, please see our support staff.

Lab Access
Our computers are in high demand, but MAD students have reasonable access to the desktop labs. Please be courteous to other lab users. Students who need access to a lab when a class is in progress must seek approval from the professor in the lab. Students who are given guest access must respect the wishes of the professor. Lab access policies also apply in the evening when Continuous Learning may have scheduled classes. Specific hours and policies for access are subject to change. Please check with your professor, the technical staff in room L120 and look for details posted in the labs.

Desktop Login Procedure
Students should use their student ID and network password to login to our desktop systems. It is the student’s responsibility to change their account password in order to protect their data. This will prevent the potential loss or theft of data. For Animation/Game Dev accounts contact your professor. Students should review the ITS Acceptable Use Policy in the student handbook.
Password and account issues and questions are answered by the ITS Service Desk in the Learning Commons, room SW100.

**Backing Up Your Data**
Students are responsible for their own data and backups. Complete details about the College's information systems policies can be found in the student handbook. If your data is worth creating, it is worth having a backup copy. Important data should be backed up to removable media, such as USB Flash "sticks", an external hard disk or optical discs. There are machines in each lab capable of burning compact discs or DVD media. Check with our support staff or your professor for assistance. We are always happy to help students with backup needs.

**Laptops in Desktop Labs**
Students are discouraged from bringing laptops into desktop labs because there are no Ethernet ports available for their connection to the network and limited wireless coverage where computer labs are located. *Please do not disconnect network cables from the desktop systems in order to use the network on your laptop.* Rooms L126, L123, L220, L208, the Learning Commons and various common areas are available for laptop users. Students who need assistance transferring data from laptop to desktop or vice versa should seek our help in C225 or C12.

**No Food or Drink, Please**
No food or drink is permitted in the Macintosh desktop labs, although drinks with a lid are tolerated. As a courtesy to your support staff and fellow students, *please* eat or drink in the common areas such as the cafeteria rather than bringing food and drink into a Mac lab. Every year keyboards and sometimes computers are damaged due to spills. In addition, food odours may disturb other lab users. Please treat the labs and other lab users with respect.

**Protecting Your Data**
Every year students come to use with laptops that have been dropped or had drinks spilled into them, or hard drives that have failed. In some cases we can recover your data. It is much better for all concerned if you back up important data to protect yourself from accidents and hardware failures. Please see us for help on how to backup your data.

**Audio Suite**
Students enrolled in Media, Art & Design programs have access to an audio suite used for creating voiceovers and editing sound. The audio suite is located under the C-Wing lecture hall in room C113A. Students need to follow the booking procedures online through our sign-out system. Please contact the staff in L120 if you have questions or need support.

**Our Doors Are Open**
Our support staff are here to help. Please feel free to approach us with your questions and concerns. We're here to ensure your success as a Media, Art & Design student.
Academic Advising - Student Advisors
Each school provides a student advisor(s) to help you reach your full academic potential. These representatives can assist you with: accessing other college services; developing academic plans to promote success in the event of failed subjects or a low GPA; finding equivalent credits; identifying career goals and making sound academic decisions; making decisions regarding full- and part-time studies; reviewing graduation requirements; selecting electives and options; setting up academic plans; or transferring to another program. To view contact information for your Student Advisor, please visit: http://www.durhamcollege.ca/student-experience/helping-you-succeed/academic-support-resources/academic-advising

Academic Integrity
Academic integrity refers to the pursuit of scholarly activity in an open, honest and responsible manner. Acts that undermine academic integrity, such as plagiarism, cheating and misrepresentation of work, contradict Durham College’s core values. To ensure the highest academic standards, students are accountable for the work they produce, and student work must be the product of his or her efforts. Durham College has purchased a license with Turnitin.com, an online service to detect unoriginal work and citation errors. The Academic Integrity Policy and Procedure documents (http://www.durhamcollege.ca/academicpolicies) provide a comprehensive explanation of Durham College’s expectations regarding academic integrity.

Aegrotat
Aegrotat refers to a ‘compassionate pass’ in a course in which, due to emergency circumstances related to health and wellness, a student was unable to complete all of the evaluation requirements. Emergency circumstances that may warrant the designation of an Aegrotat include, but are not limited to: injury, illness and/or bereavement. Documentation supporting the request for an Aegrotat designation may be required. The awarding of an Aegrotat credit is noted in a student’s transcript as AEG and is therefore not included in the calculation of a student’s grade point average. A student shall receive Aegrotat standing only once in a five year period. Further information about Aegrotat standing can be found in the Aegrotat Policy and Procedure documents, please visit the following link: http://www.durhamcollege.ca/academicpolicies

Centre for Students with Disabilities
The Centre for Students with Disabilities (CSD) at Durham College provides services to students with disabilities to ensure that equal access is available to all aspects of the academic environment. These services are designed in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. Our services are confidential. Please visit the following link to view valuable information regarding the CSD: http://durhamcollege.ca/student-experience/helping-you-succeed/centre-for-students-with-disabilities
Continuing Education Course Book
If you are unable to access a day-time course (timetable conflicts, wish to repeat a course, etc.) or want to get a head start on your next semester, discuss your options with your Student Advisor. To view comprehensive information regarding Continuing Education offerings, please visit the following link:  
http://www.durhamcollege.ca/academic-schools/school-of-continuing-education

Course Outlines
For each course, a Course Outline that describes course learning outcomes, course content, learning activities, evaluation methods, timelines and support resources is available online. Please note that students are expected to download copies of their course outlines from MyCampus prior to the first class in each course. Instructions for downloading are located on MyCampus at:  http://www.durhamcollege.ca/mycampus
Please visit the following link to view the Course Outlines Policy and Procedure documents:  http://www.durhamcollege.ca/academicpolicies

Credit Transfer Information
Durham College is dedicated to helping you build upon your previous education. If you have studied previously at Durham College or another recognized post-secondary institution, you may be eligible to receive credit for the courses you have successfully completed. Please view the following link for credit transfer information:  
www.durhamcollege.ca/credittransfer

Durham College Mission, Vision and Values
Our mission, vision, values were created to help ensure the success of our students, staff and faculty. Please view our guiding principles at the following link:  

Essential Employability Skills
Essential Employability Skills (EES) are skills that, regardless of a student’s program or discipline, are critical for success in the workplace, in day-to-day living, and for lifelong learning. Please view the following link for further information:  

General Education
The Ministry of Colleges and Universities requires all Ontario college students enrolled in a 2-year Ontario College Diploma or a 3-year Ontario College Advanced Diploma program to successfully complete three or more General Education (GNED) courses prior to graduation. For more information about GNED course selection, a full listing of GNED electives (with course descriptions), and how to receive GNED credits for prior post-secondary studies, please visit the General Education website at:  http://www.durhamcollege.ca/academic-schools/school-of-interdisciplinary-studies-employment-services/general-education
Important Dates
Durham College strives to keep you informed of all important dates throughout the academic year. Please review the 2014-2015 important dates that includes fee payments, web registration, add/drop, exam dates etc. You can find this information online, in the Durham College handbook and on MyCampus. Please review MyCampus for important updates and reminders on important dates.

Learning Management System Usage (LMS)
Professors are expected to use LMS or DC Connect to support student learning. As per the Learning Management System Usage procedure, faculty will post and reveal all marks to their students on an ongoing basis. To view the LMS Usage Policy and Procedure, please visit the following link:  [http://www.durhamcollege.ca/about-us/corporate-links/governance/policies](http://www.durhamcollege.ca/about-us/corporate-links/governance/policies)

Library
The Library is here to help you succeed! Stop by for help to research a topic, complete an assignment, or when you just need a quiet place to study. You may visit the library virtually at [http://www.durhamcollege.ca/library](http://www.durhamcollege.ca/library) or to view information regarding locations, hours, and more, please visit the following link:  [http://www.durhamcollege.ca/student-experience/learning-spaces/library/about-the-library](http://www.durhamcollege.ca/student-experience/learning-spaces/library/about-the-library)

Missed Final Examinations
A final examination is a discretely designed assessment administered in Week 15 of a 14 week semester. Students who, as a result of non-emergency circumstances, miss one or more final examinations during a single examination period may be eligible to apply to defer/reschedule the writing of these assessments.

To be eligible, students must have no less than a cumulative 1.5 GPA, apply for consideration using the appropriate forms and pay a fee. This privilege can only be used by a student once in a five-year period. External accreditation requirements, the availability of appropriate examination facilities and other constraints necessitate that not all courses will be eligible.

For more details, students should speak with their Student Advisor or review the Missed Final Examination Policy and Procedure documents at the following link:  [http://www.durhamcollege.ca/academicpolicies](http://www.durhamcollege.ca/academicpolicies)

Pathways to Degrees
Continue your post-secondary journey and leverage your Durham College education to earn additional credentials. To learn how you can further your education, visit [www.durhamcollege.ca/pathways](http://www.durhamcollege.ca/pathways) or check out the Durham College Transfer Guide at [www.durhamcollege.ca/transferguide](http://www.durhamcollege.ca/transferguide). Additional information regarding transferring between institutions in Ontario can be found at [www.ontransfer.ca](http://www.ontransfer.ca).
Prior Learning Assessment and Recognition (PLAR)
Prior Learning Assessment and Recognition (PLAR) is the process you can use to gain college credit(s) for learning and skills acquired through previous experiences. This may include workplace training, life experiences, self-directed study, community work, travel, hobbies and military service. By using the PLAR process, you may be able to complete a college certificate or diploma program in less time. Please view the following link for PLAR information:


Requirements For Promotion
Evaluation and Promotion:
Academic courses are evaluated using a variety of methods such as tests, essays, labs, written or verbal assignments, in-process activities, group work and/or final examinations. The evaluation criteria for each course are noted in its course outline. Students are advised to familiarize themselves with these criteria early in the semester. Please refer to the Grading and Promotion Policy and Procedures documents (http://www.durhamcollege.ca/academicpolicies) for a complete overview of grading and promotion practices.

Academic Probation:
Students who are not progressing satisfactorily according to criteria published in their respective program guides may be placed on academic probation, at the discretion of the school Dean or designate. Such students may be allowed to continue their studies on a Letter of Permission (an academic student contract) which will specify conditions which must be met to continue in their programs. Students who do not meet the conditions of their academic probation may be required to withdraw from full-time studies.

Scholarships, Bursaries and Awards
The Financial Aid and Awards office provides students with options to help fund their educational costs. To view valuable information, please visit the Financial Aid and Awards Web Site.

Student Academic Learning Services (SALS)
The Student Academic Learning Services Centre helps Durham College students to achieve their academic goals. Academic supports include: peer tutoring, learning skills services, writing skills services, English language services, and subject specific supports for math, science, and business. Please visit the following link to view valuable information regarding SALS including how to register for 24/7 online access to SALS academic resources: http://durhamcollege.ca/student-experience/helping-you-succeed/student-academic-learning-services-sals
**Student Communications**
Durham College is committed to communicating important information to you. Please view the following link to reference a comprehensive chart indicating specific vehicles. For example, social media, DC website, DC Mail, MyCampus, DC Connect, and more: [http://www.durhamcollege.ca/wp-content/uploads/DCCares_StudentMatrix_v5.pdf](http://www.durhamcollege.ca/wp-content/uploads/DCCares_StudentMatrix_v5.pdf)

**Student Rights and Responsibilities**
A policy and procedure is in place which articulates the rights and responsibilities of students at Durham College, and provides a framework for addressing non-academic misconduct by students. To view the Student Rights and Responsibilities Policy and procedure, please visit the following link: [http://www.durhamcollege.ca/academicpolicies](http://www.durhamcollege.ca/academicpolicies)