

COURSE SYLLABUS

Course Title:	Introduction to Public Relations	Date submitted:	Spring 2014 (AAC: 14-25)	
Department:	Humanities			
Curriculum:	Communication			
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101) COM*201 Course Type: L A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio Elective Type: G/HU/LAS E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science	Prerequisites:		
	Credit Hours: 3		C- or better in Composition (ENG*101) Corequisites: None Other Requirements: None	
	Developmental: (yes/no) No			
	Contact Hours:			
	Lecture:	3		
	Clinical:	0		
	Lab:	0		
	Studio:	0		
	Other:	0		
	TOTAL:	3		
Class Maximum: 25				
Semesters Offered: S/F/SU /O				
Catalog Course Description:	Examines public relations as a management function in corporate, government, and nonprofit organizations. Focus is given to research, development, implementation, and evaluation of a planned communication program for internal and external publics, including promotion, media relations and special events. Using both theoretical foundations and case studies, students explore the past, present, and future roles of public relations in an organization's branding, ethics and social responsibility, and crisis management strategies.			
Topical Outline: List course content in outline format.	1. What Is Public Relations? 2. Public Relations as a Profession 3. Research and Campaign Planning 4. Communication and Measurement 5. Public Opinion and Persuasion 6. Ethics and the Law 7. Reaching Diverse Audiences 8. The Internet and Social Media 9. Public Relations Tactics: Events and Promotion 10. Global Public Relations 11. Corporate and Entertainment Public Relations 12. Government and Nonprofit Public Relations			
Outcomes: Describe measurable skills or knowledge that students	Upon successful completion of this course, the student will be able to do the following: COURSE:			

<p>should be able to demonstrate as evidence that they have mastered the course content.</p>	<ol style="list-style-type: none"> 1. analyze the role of public relations in an integrated marketing communications campaign 2. define, explain, and evaluate specific public relations tools used to communicate to an organization’s diverse groups of internal and external publics 3. demonstrate practical applications of public relations theories, incorporating research from appropriate academic sources using presentation software and modern technology <p>PROGRAM: <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i> <u>Communication Certificate</u></p> <ol style="list-style-type: none"> 2. make oral presentations using a variety of rhetorical techniques and appropriate informational technology 4. demonstrate an understanding of the means by which humans communicate and the historical, social and political factors which shape communication 5. demonstrate effective writing skills for communication disciplines such as marketing, journalism, entertainment media, and public relations <p>GENERAL EDUCATION: <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <ol style="list-style-type: none"> 2. Critical Analysis/ Logical Thinking - Students will be able to organize, interpret, and evaluate evidence and ideas within and across disciplines; draw reasoned inferences and defensible conclusions; and solve problems and make decisions based on analytical processes. <p>Demonstrates: Identifies the issue(s); formulates an argument; explains and analyzes relationships clearly; draws reasonable inferences and conclusions that are logical and defensible; provides support by evaluating credible sources of evidence necessary to justify conclusions.</p> <p>Does Not Demonstrate: Identifies few or no issues; formulates an argument without significant focus; provides an unclear explanation of analysis and relationships; drawing few reasonable inferences and conclusions that are illogical and indefensible; provides little to no support using credible sources of evidence necessary to justify conclusions.</p> 3. Ethical Dimensions (embedded) - Students will identify ethical principles that guide individual and collective actions and apply those principles to the analysis of contemporary social and political problems. <p>Demonstrates: Identifies and reflects critically on ethical issues presented in classroom instruction or in assigned co-curricular or civic activities and/or professional internships and practica.</p> <p>Does Not Demonstrate: Does not sufficiently identify or reflect critically on ethical issues presented in classroom instruction or in assigned co-curricular or civic activities and/or professional internships and practica.</p>
<p>Evaluation: List how the above outcomes will be assessed.</p>	<p>Assessment will be based on the following criteria:</p> <ol style="list-style-type: none"> 1. Exams and/or quizzes 2. Written assignments and/or projects 3. Oral presentations
<p>Instructional Resources:</p>	<p>Required: None Desired: None</p>

Textbook(s)

Choose one of the following textbooks or provide alternate selection to Department Chair for approval.

Public Relations: Strategies and Tactics, Study Edition, 9th Edition; Wilcox & Cameron; Allyn & Bacon; ISBN-13: 9780205626229

THINK Public Relations, 1st Edition; Wilcox, Cameron, Reber & Shin; Allyn & Bacon; ISBN-13: 9780205781690