Course Syllabus

Department: Business
Date: 2/16/13

I. **Course Prefix and Number:** BUS 203

**Course Name:** Public Relations

**Credit Hours and Contact Hours:** 3 credit hours and 3 contact hours

**Catalog Description including pre- and co-requisites:**
This survey course in Public Relations introduces students to the field of public relations. It will describe the responsibility and roles of the public relations professional in private and public companies. (Also listed as COM 203). *Prerequisite: ENG 101*

II. **Course Student Learning Outcomes:**
Upon completion of this course, the student will be able to:

- Explain the purpose of the public relations function for an organization.
- Describe the task associated with the public relations process.
- Explain the historical evolution of the public relations function.
- Identify societal changes in the 20th and 21st century that have contributed to the importance of the public relations function for an organization.
- Identify the process and steps for effective communication.
- Identify what is required to serve as a public relations professional for an organization.
- List the commodities of public opinion.
- Identify and explain how organizations use public opinion to create and maintain its reputation.
- Evaluate the role of public relations as a critical function of management.
- Flow Chart the process of public relations planning and objective setting within an organization.
- Relate the importance of ethics to task of public relations.
- Identify and discuss legal dilemmas confronting the public relations professional.
- Differentiate between legal and ethical dilemmas.
- Explain the principles of research, simple sampling concepts and techniques, as well as the most basic forms of public relations research.
- Identify resources for Web research and discuss their implications and uses for public relations research.
- Identify the elements of the print and broadcast media.
- Describe the critical characteristics of each element of the broadcast media
- Explain the key elements of employee communications.
- Develop key strategies for effective employee communications.
- Discuss the role and need for public relations in local and state governments and the federal government.
- Identify the goals of the public relations function in relation to the competitive consumer marketplace.
- Evaluate effective writing as an essential and critical skill for public relations professional.
- Identify and describe the fundamentals elements of effective writing for the public relations professional.
- Differentiate between public relations, marketing and advertising.
- Evaluate how public relations practice intersects the worlds of advertising and marketing, and the importance of public relations professionals in understanding how these sister disciplines work.
- Identify reasons that explain the the importance of crisis management for an organization.
- Define issues management and then discuss what issues management entails.
III. College Learning Outcomes Addressed by the Course:

- Writing
- Oral Communications
- Reading
- Mathematics
- Critical Thinking
- Computer Literacy
- Ethics/Values
- Citizenship
- Global Concerns
- Information Resources

IV. Assessment Measures

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<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Reading, Writing</td>
<td>Tests, Quizzes, Assigned Readings and Written Assignments (The writing assignment will allow for revision and improvement in the writing assignments)</td>
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<tr>
<td>Oral Communications</td>
<td>Classroom presentation of case study analysis.</td>
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<tr>
<td>Critical Thinking</td>
<td>Identification of ethical/legal issues related to public relations; Development of strategy and execution of public relations plan</td>
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<tr>
<td>Computer Literacy, Information Resources</td>
<td>Utilization of web research techniques; Evaluation of efficacy and integrity of web resources; Use MS Word and MS Power Point to prepare required assignments and presentations.</td>
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<td>Ethics/Values Global Concerns</td>
<td>Identify the ethical and public relations dilemmas associated with current issue in the public and/or private sector economy; Identify current topic(s) as the subject matter for this activity; Develop strategy and plan for dealing with a hypothetical public relations dilemma.</td>
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V. General Outline of Topics Covered

1. What is public relations?
2. The History and Growth of Public Relations
3. Communications
4. Public Opinion
5. Management.
6. Ethics.
7. The Law.
8. Research.
9. Media Relations / Print and Broadcast
10. Employee Relations
11. Government Relations
12. Consumer Relations
13. Public Relations Writing
14. Integrated Marketing Communications
15. Crisis Management

VI. Instructional Materials and Methods

- Class Lecture
- Assigned Reading from Textbook and Relevant Journals
- Study Guide for Textbook
- Case Studies
- Web and Library Research Projects Related to Current Issues in Public Relations
- Group Projects and Presentations