

Course Competency

PUR 2003 Public Relations

Course Description

This course provides students with a broad spectrum of topics related to the Public Relations profession. Current practices or organized programs used in business to earn public acceptance and good will for products, services, personnel, and policies are explored, studied and experienced. The course employs a hands-on approach to applying public relations techniques in hypothetical business situations. Students prepare press releases, brochures, and other collateral materials.

Course Competency	Learning Outcomes
Competency 1: The Student will identify various persons associated with the historical development of public relations by:	1. Information Literacy 2. Communication
a. Describing who they are. b. Appraising their influence today	
Competency 2: The student will describe the public relations communication process by:	1. Communication 2. Critical thinking 3. Information Literacy
a. Writing the various steps. b. Defining he steps. c. Displaying examples of it in a project presentation. d. Analyzing various cases.	
Competency 3: The student will demonstrate a knowledge of public relations research methods and objectives by:	1. Communication 2. Critical thinking 3. Information Literacy
a. Describing methods used. b. Evaluating current events. c. Selecting an opinion survey project.	

<p>Competency 4:The student will demonstrate knowledge of the nature of public opinion by:</p>	<ol style="list-style-type: none"> 1. Communication 2. Information Literacy
<ol style="list-style-type: none"> a. Explaining how attitudes are influenced. b. Defining attitudes. 	
<p>Competency 5:The student will demonstrate a knowledge of ethics in business and society by:</p>	<ol style="list-style-type: none"> 1. Ethical Issues 2. Critical thinking 3. Communication
<ol style="list-style-type: none"> a. Describing corporate social responsibility. b. Discussing ethics in government. c. Analyzing case problems 	
<p>Competency 6:The student will demonstrate knowledge of managing using public relations objectives by:</p>	<ol style="list-style-type: none"> 1. Communication 2. Critical thinking
<ol style="list-style-type: none"> a. Describing management theory and technique. b. Outlining a public relations plan. 	
<p>Competency 7:The student will demonstrate knowledge of crisis management by:</p>	<ol style="list-style-type: none"> 1. Communication 2. Critical thinking
<ol style="list-style-type: none"> a. Describing managing and planning in a crisis. b. Outlining a crisis case problem solution. c. Identifying public relations communications tools needed. 	
<p>Competency 8:The student will demonstrate the fundamentals of public relations writing by:</p>	<ol style="list-style-type: none"> 1. Communication 2. Information Literacy
<ol style="list-style-type: none"> a. Writing a news release in proper format and grammar. b. Following the proper format in writing public service announcements. c. Providing a biography 	

of self. d. Composing and presenting a speech.	
Competency 9: The student will demonstrate knowledge of integrated marketing communications by:	<ol style="list-style-type: none"> 1. Communication 2. Numbers / Data 3. Information Literacy
<ol style="list-style-type: none"> a. Identifying publicity techniques. b. Describing public relations versus marketing. c. Displaying public relations advertising. 	
Competency 10: The student will demonstrate the relationship of public relations and the Internet by:	<ol style="list-style-type: none"> 1. Communication 2. Critical thinking 3. Information Literacy
<ol style="list-style-type: none"> a. Locating Internet PR articles. b. Using a PC to download PR related articles. c. Locating web sites for PR. d. Using e-mail to communicate. 	
Competency 11: The student will demonstrate knowledge of PR techniques with employee public by:	<ol style="list-style-type: none"> 1. Communication 2. Critical thinking 3. Information Literacy
<ol style="list-style-type: none"> a. Identifying various PR communication tools. b. Creating a graph or chart using the PC. c. Describing grapevine and rumor solutions. 	
Competency 12: The student will demonstrate knowledge of PR interaction with print and electronic media by:	<ol style="list-style-type: none"> 1. Communication 2. Information Literacy 3. Critical thinking
<ol style="list-style-type: none"> a. Analyzing their objectivity. b. Listing how to deal with the media. c. Describing various electronic PR tools. 	

<p>Competency 13:The student will demonstrate a knowledge of community diversity by:</p>	<ol style="list-style-type: none"> 1. Critical thinking 2. Communication 3. Social Responsibility
<ol style="list-style-type: none"> a. Analyzing case problems. b. Describing community relations objectives. c. Explaining social responsibility issues. 	
<p>Competency 14:The student will demonstrate knowledge of public relations in government by:</p>	<ol style="list-style-type: none"> 1. Communication 2. Critical thinking 3. Information Literacy
<ol style="list-style-type: none"> a. Identifying PR jobs and titles. b. Outlining lobbying objectives. c. Describing what PACs are. 	
<p>Competency 15:The student will demonstrate a knowledge of the consumer movement and investor public relations by:</p>	<ol style="list-style-type: none"> 1. Communication 2. Critical thinking
<ol style="list-style-type: none"> a. Describing consumer agencies. b. Identifying consumer objectives. c. Identifying investor relations activities. 	
<p>Competency 16:The student will demonstrate a knowledge of public relations challenges for the 21st century by:</p>	<ol style="list-style-type: none"> 1. Cultural / Global Perspective 2. Communication
<ol style="list-style-type: none"> a. Describing globalization of PR and practices in the international community. b. Identifying issues for the new millennium. 	

Updated: SPRING 2024