

## **Course Description**

### **PUR2003 | Public Relations | 3.00 credits**

This course provides students with a broad spectrum of topics as 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 technique in hypothetical business situations. Students prepare press releases, brochures, and other collateral materials.

## **Course Competencies**

**Competency 1:** The student will identify various persons associated with the historical development of public relations by:

1. Describing who they are
2. Appraising their influence today

**Competency 2:** The student will describe the public relations communication process by:

1. Writing the various steps
2. Defining the steps
3. Displaying examples of it in a project presentation
4. Analyzing various cases

**Competency 3:** The student will demonstrate a knowledge of public relations research methods and objectives by:

1. Describing methods used
2. Evaluating current events
3. Selecting an opinion survey project

**Competency 4:** The student will demonstrate knowledge of the nature of public opinion by:

1. Explaining how attitudes are influenced
2. Defining attitudes

**Competency 5:** The student will demonstrate a knowledge of ethics in business and society by:

1. Describing corporate social responsibility
2. Discussing ethics in government
3. Analyzing case problems

**Competency 6:** The student will demonstrate knowledge of managing using public relations objectives by:

1. Describing management theory and technique
2. Outlining a public relations plan

**Competency 7:** The student will demonstrate knowledge of crisis management by:

1. Describing, managing and planning in a crisis
2. Outlining a crisis case problem solution
3. Identifying public relations communications tools needed

**Competency 8:** The student will demonstrate the fundamentals of public relations writing by:

1. Writing a news release in proper format and grammar
2. Following the proper format in writing public service announcements
3. Providing a biography of self
4. Composing and presenting a speech

**Competency 9:** The student will demonstrate knowledge of integrated marketing communications by:

1. Identifying publicity techniques
2. Describing public relations versus marketing
3. Displaying public relations advertising

**Competency 10:** The student will demonstrate the relationship of public relations and the Internet by:

1. Locating Internet PR articles
2. Using a PC to download PR related articles
3. Locating web sites for PR
4. Using e-mail to communicate

**Competency 11:** The student will demonstrate knowledge of PR techniques with employee public by:

1. Identifying various PR communication tools
2. Creating a graph or chart using the PC
3. Describing grapevine and rumor solutions

**Competency 12:** The student will demonstrate knowledge of PR interaction with print and electronic media by:

1. Analyzing their objectivity
2. Listing how to deal with the media
3. Describing various electronic PR tools

**Competency 13:** The student will demonstrate a knowledge of community diversity by:

1. Analyzing case problems
2. Describing community relations objectives
3. Explaining social responsibility issues

**Competency 14:** The student will demonstrate knowledge of public relations in government by:

1. Identifying PR jobs and titles
2. Outlining lobbying objectives
3. Describing what PACs are

**Competency 15:** The student will demonstrate a knowledge of the consumer movement and investor public relations by:

1. Describing consumer agencies
2. Identifying consumer objectives
3. Identifying investor relations activities

**Competency 16:** The student will demonstrate a knowledge of public relations challenges for the 21st century by:

1. Describing globalization of PR and practices in the international community
2. Identifying issues for the new millennium

**Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of diverse cultures including global and historical perspectives
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Use computer and emerging technologies effectively