COMMON COURSE OUTLINE: Course discipline/number/title: MCOM 2210: Public Relations

A. CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): College level reading and writing
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course is a concentrated study of audience and objective analysis, the steps in planning a public relations campaign, writing print and broadcast releases, and the effective use of mass media to communicate. History and philosophy of public relations is covered as well as publicity for business and non-profit community organizations.

B. DATE LAST REVISED (Month, year): September, 2012

C. OUTLINE OF MAJOR CONTENT AREAS:
1. Introduction to contemporary public relations
2. History of public relations as a profession
3. Principles of persuasion and public opinion
4. Public relations within the organizational structure
5. The public relations process: Research, planning, communicating, evaluation
6. Tools of PE communication: Media, exhibits and special events, speeches
7. The PR audiences: employee, stockholder, community, general
8. Relations with journalists and other news professionals.
9. Public Relations for business, government, schools, non-profit
10. Executing a PR campaign
11. Public relations and advertising
12. Public relations and ethics

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Recount the significant events in the history of public relations field.
2. Name some important public relations campaigns from the past.
3. Describe business and technological changes for PR practitioners in the next decade.
4. Summarize the major functions that public relations professionals provide.
5. Use persuasive techniques to construct messages.
6. Analyze a campaign’s objectives in order to choose the best media for persuasive messages.
7. Describe the applicability of new media outlet to the public relations process.
8. Describe the applicability of new media outlet to the public relations process.
9. Identify the areas of specialization within the public relations field.
10. Articulate and demonstrate sound principles of visual design in public relations messages.
11. Describe the major ethical issues a PR professional might encounter.
12. Distinguish between the practices of effective and ineffective crisis communication.
14. Write a public relations speech for a presentation.
15. Create a public relations campaign from objective through execution.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
May include any or all of the following:
1. Objective exams
2. Quizzes
3. Small group discussions and projects
4. Oral presentation
5. Written journals
F. METHODS FOR EVALUATION OF STUDENT LEARNING: Continued . . .
   6. Essay exams
   7. A portfolio of student’s work
   8. Or any other activities deemed appropriate by an individual instructor.

G. RCTC CORE OUTCOME(S) ADDRESSED:
   ☒ Communication
   ☐ Civic Responsibility
   ☒ Critical Thinking
   ☐ Personal/Professional Accountability
   ☐ Global Awareness/Diversity
   ☐ Aesthetic Response

H. SPECIAL INFORMATION (if any): None