

Course discipline/number/title: MCOM 2210: Introduction to Public Relations

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Other requirements: College-level reading and writing
5. MnTC Goals (if any): Goal 9 Ethical/Civic Responsibility

B. COURSE DESCRIPTION: 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. College level reading and writing is required.

C. DATE LAST REVISED (Month, year): December, 2017

D. OUTLINE OF MAJOR CONTENT AREAS:

1. History of Public Relations as a profession
2. Role of Public Relations in society
 - a) Ethics
 - b) Organizational structure placement
 - c) Audience analysis: employee, stockholder, community, general
3. Practice of public relations
 - a) Communicating with journalists and other news professionals
 - b) Exhibits and special events
 - c) Process: Research, planning, communicating and evaluating
 - d) Campaign execution

E. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Identify basic tools, functions and goals of public relations.
2. Identify strategies, tactics, techniques and theories of public relations.
3. Analyze and target messages for diverse audiences.
4. Examine the history and evolution of the public relations field.
5. Recognize and apply the basics of a public relations campaign.
6. Explore the legal and ethical implications of public relations campaign designs.

F. LEARNING OUTCOMES (MNTC):

Goal 9/Ethical and Civic Responsibility: The student will be able to:

1. Recognize the diversity of political motivations and interests of others.
2. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
3. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.

G. METHODS FOR EVALUATION OF STUDENT LEARNING: May include but are not limited to:

1. Quizzes/Exams
2. Journals
3. Application Papers
4. Case Studies
5. Group Assignments
6. Experiential Activities
7. Discussion Boards
8. Film Analysis
9. Presentations
10. Research Papers
11. Portfolios

- F. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s):
Communication. Students will communicate appropriately for their respective audiences.

- H. SPECIAL INFORMATION (if any): None