

**SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES**

English

Revision Date: 07-01-19

I. CATALOG DESCRIPTION

Course Number: JOUR2780
Course Title: Public Relations
Prerequisite(s): Eligible for ENGL1010
Catalog Description: Study of strategies, problems, and procedures in public relations across media platforms. Practice in solving public relations problems. Preparation of public relations material for new and traditional media dissemination.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will:*

- A. Introduce student to the nature of public relations.
- B. Introduce student to the history of public relations.
- C. Introduce student to the theoretical basis for public relations.
- D. Introduce the student to the ethics and legal considerations of public relations.
- E. Assist the student in developing case studies for analysis.
- F. Introduce student to research and understanding public opinion.
- G. Introduce the student to strategic planning in public relations.
- H. Assist the student in developing effective use of new media channels. ie. Introduce the student to evaluating the effectiveness of public relations campaigns.
- I. Assist the student in understanding social media and how it affects media relations.
- J. Introduce the student to today's relationship between public relations and the government and non-profit organizations.
- K. Give the student hands on training in crisis public relations.
- L. Introduce goal-setting techniques.
- M. Assisting the student in understanding corporate philanthropy and social responsibility.
- N. Introduce student to techniques used to identify publics.
- O. Introduces student to the steps necessary to implement public relations goals.
- P. Introduce student to the steps necessary to develop a public relation campaign.
- Q. Introduce student to important record keeping techniques.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Discuss case studies of various public relation campaigns.
 - 2. Analyze case studies of various public relation campaigns.
 - 3. Evaluate case studies of various public relation campaigns.
 - 4. Develop goals and objectives for a public relation campaign.
 - 5. Use techniques learned in class to implement a public relations campaign for new media.
- B. General Education Learning Outcomes
 - 1. GELO #2: Written Communication
Outcome: Comprehend, analyze, and evaluate a given text

Outcome: Identify and evaluate evidence from a variety of printed, visual, and electronic sources.

2. GELO #3: Critical Thinking & Problem Solving

Outcome: Collect, identify, interpret, and analyze data

Outcome: Synthesize information to arrive at reasoned solutions to problems.

Outcome: Evaluate ideas presented in writing, media, speech, or artistic presentations.

Outcome: Evaluate the validity of arguments, alternatives, data, outcomes, and/or impacts of actions.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

A. The Profession of Public Relations

1. Nature of Public Relations
2. History of Public Relations
3. Theoretical Basis for Public Relations
4. Law and Ethics

B. The Process of Public Relations

1. Research: Understanding Public Opinion
2. Strategic Planning for Public Relations
3. Actions and Communication
4. Evaluating Public Relations Effectiveness

C. The Publics

1. Media Relations
2. Employee Communication
3. Community Relations
4. Consumer Relations/Marketing

D. The Practice

1. Public Affairs: Relations with Government
2. Public Relations in Nonprofit Organizations
3. Corporate Public Relations
4. Issues in Public Relations: Crisis Communications, Social Media, Global Advances

V. INSTRUCTIONAL MATERIALS

A. Required Text(s):

1. Newsom, Doug, et al., *This is PR: The Realities of Public Relations*, 11th edition, Wadsworth, 2013. ISBN: 9781111836832.

VI. METHODS OF PRESENTATION/INSTRUCTION

A. Methods of presentation typically include a combination of the following:

1. Lecture, classroom discussion
2. Small-group participation

VII. METHODS OF EVALUATION

A. Methods of evaluation typically include a combination of the following:

1. Daily assignments based on text – Daily assignments are the means for students to apply concepts taught in the course and in the text and are critical to acquiring the ability to discuss, analyze, interpret, and evaluate the mass media.
2. Course projects and homework.
3. Exams based on the text reading material.

B. SCC GRADING SCALE:

A+	95-100	C+	75-79	F	59 or less
A	90-94	C	70-74		
B+	85-89	D+	65-69		
B	80-84	D	60-64		

VIII. SPECIFIC COURSE REQUIREMENTS

- A.** Achieve passing grade of 70% or higher, based on SCC grading scale.
- B.** Complete and submit all assignments.