A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This class provides practical experiences in public relations writing. Focusing on written communications in major Public Relation genres. This class will incorporate a workshop approach, with emphasis on weekly assignments that are critiqued and discussed as a class. We will focus on producing clear, concise writing that is accurate, organized and targeted to specific audiences.

B. Course Effective Dates: 01/12/2004 - 05/06/2013 05/07/2013 - 05/05/2015 05/06/2015 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Be aware of the forms and functions of basic public relations communication tools.
2. Create a variety of public relations materials carefully tailored to audience, goal and media platform.
3. Develop sensitivity to writing style including full knowledge of Associate Press Style and the ability to analyze the need to adhere to AP standards or alternative style conventions.
4. Evaluate appropriateness of public relations communication tools for the situation and goal.
5. Improve student vocabulary and writing by providing additional opportunities to write, critique other's work and receive feedback on writing.
6. Increase students' preparedness for entry-level public relations positions by providing practical experience in public relations writing skills.
7. Know and apply to a specific communication situation, techniques of audience analysis, credibility, theories of persuasion and media theories suitable for contemporary public relations practice.
8. Understand the distinctiveness of media platforms and adapt communication strategies to each unique media format.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Community Engagement