A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: Goal LS - Upper Division Liberal Studies, Goal 01 - Communication

This course is for people who want to understand how public relations establishes relationships with various stakeholders through communication. It outlines elements of the public relations process: research and planning, setting objectives, developing strategies, implementing programs and evaluating results. Overlap: COMM 381T Public Relations Theory Seminar.

B. Course Effective Dates: 08/01/1998 - 09/05/1999 09/06/1999 - 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. Analyze and evaluate contemporary public relations practice using above knowledge.
2. Apply learning to enhance students' abilities to work with peers and decision-makers in campaign development.
3. Apply learning to the improvement of students' presentation and writing skills (including introduction and use of Associated Press style).
4. Be able to identify, analyze and evaluate developing trends within the public relations field.
5. Create and evaluate a student-developed public relations campaign with sample tactics, budget and evaluation plan for a specified client.
6. Evaluate their career choices within the public relations field by familiarizing them with the public relations field, its culture and careers and analyzing their own skill set.
7. Know and understand public relations, campaign, and communication theories that can be used to inform, mobilize, and activate publics.
8. Know and understand the descriptions, definitions, and processes that serve as the underpinnings of public relations practice.
9. Know and understand the historical development of the public relations field.
10. Understand analyze and evaluate the legal and ethical considerations involved in the practice as advocated by organizations such as the International Association of Business Communicators (IABC) and the Public Relations Society of America (PRSA).

E. Learning Outcomes (MN Transfer Curriculum)

Goal LS - Upper Division Liberal Studies
None

Goal 01 - Communication

1. Employ syntax and usage appropriate to academic disciplines and the professional world.
2. Select appropriate communication choices for specific audiences.
3. Construct logical and coherent arguments.
4. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
5. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.

G. Special Information
Prerequisite: Completion of Goal 1 Writing courses, or an advanced Writing course, or equivalent. Overlap: COMM 381T Public Relations Theory Seminar.
Community Engagement