COMM 481: Advanced Public Relations

A. Course Description

Credits: 4

Prerequisites: COMM 381 Public Relations Principles AND COMM 385 Media Relations

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course explores research methods used in effective program planning and assessment, persuasive theories and techniques used to develop campaign strategy and tactics and the legal and the ethical issues that accompany public relations both historically and in emerging issues in the field.

B. Course Effective Dates: 05/09/2014 - 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. Build upon the principles of public relations (Comm 381) to apply skills and knowledge to a variety of organizational scenarios that rely on public relations to inform, mobilize and activate publics.
2. Enhance students' abilities to work with peers to analyze and evaluate public relations case studies.
3. Introduce students to organization's business-literacy expectations and the integration of public relations principles, including legal and ethical considerations.
4. Polish students' presentation and writing skills (including use of AP Style).
5. Prepare students to take on entry-level employment in public relations and establish a career path.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Community Engagement