Introduction to Public Relations

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| **C-ID Number** | JOUR 150 |
| **Discipline** | Journalism |
| **Date Approved** | October 27, 2017 |

## General Course Description

Principles, history and development, and professional practice of modern public relations. Includes concepts of planning and executing effective communication strategies, including message design and distribution, for any organization

## Minimum Units

3.0

## Any rationale or comments

## Advisories/Recommendations

## Course Content

What is public relations? History of public relations Growth as a profession Career options Campaign planning Publics and target audiences Communication measurement Ethics and legal aspects of public relations Events and promotions Writing news releases Integration and interaction with mainstream media Integration and interaction with social media Case studies

## Laboratory Activities

## Course Objectives

At the conclusion of this course, the student should be able to: Demonstrate knowledge regarding the role and function of contemporary public relations in today’s society and in the global economy Demonstrate knowledge of the history and growth of public relations Demonstrate knowledge of the range of public relations careers available in today’s contemporary practice Demonstrate the basic process of public relations research planning, communication, and evaluation; apply this to various situations Write news releases Define publics and target audiences Formulate effective public relations campaigns; identify multiple strategies.  Analyze legal and ethical situations

## Prerequisites

## Corequisites

## Methods of Evaluation

Quizzes/ExamsProjectsGroup WorkCritiques; peer critiquesProfessional protocol (meeting deadlines, attendance, adherence to ethics)

## Sample Textbooks

Wilcox, Dennis. Public Relations: Strategies and Tactics. Allyn and Bacon Carden, Zapala. Public Relations Writing Worktext: A Practical Guide for the Profession. Routledge Newsom, Doug et al. Cengage Advantage Books. This is PR: The Realities of Public Relations. Wadsworth Publishing Lattimore, Dan et al. Public Relations: The Profession and the Practice. McGraw-Hill

## Notes