

# BUS A185: PUBLIC RELATIONS

Item	Value
Curriculum Committee Approval Date	11/04/2020
Top Code	060600 - Public Relations
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

## Course Description

Introduction to the basic principles, components, and techniques of effective public relations. Topics include publicity and promotion, advertising, media and community relations, and approaches to problem solving. Enrollment Limitation: CMST A185; students who complete BUS A185 may not enroll in or receive credit for CMST A185. ADVISORY: ENGL C1000. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Create a Media Kit for a Public Relations Campaign targeting the group or individuals that their campaign seeks to influence and establish action steps to reach such public.

## Course Objectives

- 1. Demonstrate knowledge of the basics of public relations through homework and case studies.
- 2. Write news materials, press releases, articles and advertising, fact sheets and background information.
- 3. Analyze and solve public relations problems through campaign planning and execution.
- 4. Formulate goals and objectives for a public relations campaign.
- 5. Create action steps to reach these goals and objectives.
- 6. Identify target audiences.
- 7. Develop a broad foundation in the profession for entry into the job market.
- 8. Develop communication techniques - reading, writing, speaking, and critical thinking skills – used in creating a media kit.

## Lecture Content

1. What is Public Relations.Theory versus realityWhy a public relations careerThe public relations processThe role of values in public relationsValue-driven public relations2. Jobs in Public RelationsWhere the jobs are/industry employment trendsActivities and dutiesSalariesWhats important in a job.3. History of Public RelationsPremodern public relationsWar and propagandaThe post-war boomThe downsizing of the United States4. The Publics in Public RelationsPrimary and secondary publicsInternal and external publicsTraditional and nontraditional publics5. Communication Theory and Public OpinionThe

power of public relationsTheories of persuasionThe evolution of public opinionPersuasion versus manipulation6. Ethics in Public RelationsWhat are ethics.The rewards of ethical behaviorObjectivity versus advocacyChallenges to ethical behaviorAchieving ethical behavior7. Research and EvaluationThe value of research and evaluation/methodologiesDeveloping a research strategySurvey researchAnalyzing survey resultsPrimary and secondary data collection8. Planning: The Strategies of Public RelationsWhy do we plan.Expanding a plan into a proposal9. Communications: The Tactics of Public RelationsCommunicating with targeted publicsTactics as messages and channelsAccomplishing the tactics10. Writing and Presentation SkillsThe importance of verbal and non-verbal communicationsThe writing processcredibilityresearchorganizationwritingrevisiondistributionevaluationThe process of successful presentationsresearching for the presentationplanning the presentationmaking the presentation11. Communications TechnologyThe growth of technologyThe digital revolutionComputer technologyThe InternetWireless communications12. Crisis CommunicationsThe anatomy of a crisisCrisis communications planningCrisis planning ethics13. Cross-Cultural CommunicationsCultures: definitions and characteristicsDefinitions and dangersAchieving successful cross-cultural communications14. Public Relations and the LawPublic relations and the First AmendmentFederal agencies that regulate speechLibelPrivacyCopyright lawsPublic relations as a legal strategy15. The Future of Public RelationsSocial forces and public relationsWhere public relations is headedYour future in public relations

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

Lectures by the instructor, class discussion of assigned textbook readings, group work video presentations, oral presentations, role-play exercises, case-study evaluations, exams, and classroom activities which will all contribute to the students overall understanding of the basics of public relations.

## Reading Assignments

Students will have regular reading assignments from assigned textbook. They will spend approximately 3 hours a week on reading assignments.

## Writing Assignments

Students will spend approximately 2 hours a week writing sample press releases, articles, and advertising. They will also analyze public relations issues and write summaries on their findings.

## Out-of-class Assignments

May include interviews, campaign/project analyses, or audio/video production assignments. Students will spend 2 hours a week on projects.

## Demonstration of Critical Thinking

Class participation, written and oral assignments, group project, exams

## Required Writing, Problem Solving, Skills Demonstration

Students will write sample press releases, articles, and advertising. Students will analyze public relations issues and write summaries on their findings.

## **Eligible Disciplines**

Communication studies (speech communication): Masters degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelors degree in any of the above AND masters degree in drama/ theater arts, mass communication, or English OR the equivalent. Masters degree required.

## **Textbooks Resources**

1. Required Guth, David W. and Charles Marsh. Public Relations: A Values-Driven Approach, latest ed. New York: Pearson, 2012 Rationale: . 2. Required Wilcox, D, Cameron, G, Reber, B. Public Relations: Strategies and Tactics, 11th ed. Pearson, 2014 3. Required Seitel, F.P.. The Practice of Public Relations, 13th ed. New York: Pearson, 2017

## **Other Resources**

1. Selected handout materials to be provided and distributed by the instructor.