

# CMST A185: PUBLIC RELATIONS

Item	Value
Curriculum Committee Approval Date	11/04/2020
Top Code	060100 - Media and Communications, General
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
Open Entry/Open Exit	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: BUS A185; students who complete CMST A185 may not enroll in or receive credit for BUS A185. ADVISORY: ENGL C1000. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Create a Media Project 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 reality Why a public relations career The public relations process The role of values in public relations Value-driven public relations 2. Jobs in Public Relations Where the jobs are/industry employment trends Activities and duties Salaries What s important in a job? 3. History of Public Relations Premodern public relations War and propaganda The post-war boom The downsizing of the United States 4. The Publics in Public Relations Primary and secondary

publics Internal and external publics Traditional and nontraditional publics 5. Communication Theory and Public Opinion The power of public relations Theories of persuasion The evolution of public opinion Persuasion versus manipulation 6. Ethics in Public Relations What are ethics? The rewards of ethical behavior Objectivity versus advocacy Challenges to ethical behavior Achieving ethical behavior 7. Research and Evaluation The value of research and evaluation/methodologies Developing a research strategy Survey research Analyzing survey results Primary and secondary data collection 8. Planning: The Strategies of Public Relations Why do we plan? Expanding a plan into a proposal 9. Communications: The Tactics of Public Relations Communicating with targeted publics Tactics as messages and channels Accomplishing the tactics 10. Writing and Presentation Skills The importance of verbal and non-verbal communications The writing process credibility research organization writing revision distribution evaluation- / p> The process of successful presentations researching for the presentation planning the presentation making the presentation 11. Communications Technology The growth of technology The digital revolution Computer technology The Internet Wireless communications 12. Crisis Communications The anatomy of a crisis Crisis communications planning Crisis planning ethics 13. Cross-Cultural Communications Cultures: definitions and characteristics Definitions and dangers Achieving successful cross-cultural communications 14. Public Relations and the Law Public relations and the First Amendment Federal agencies that regulate speech Libel Privacy Copyright laws Public relations as a legal strategy 15. The Future of Public Relations Social forces and public relations Where public relations is headed Your 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 student s 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): Master's degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelor's degree in any of the above AND master's degree in drama/ theater arts, mass communication, or English OR the equivalent. Master's 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.