

MCOM C140: PUBLIC RELATIONS

Item	Value
Curriculum Committee Approval Date	02/19/2010
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
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Formerly: COMM C140. Overview and analysis of the management of publicity using the media as a vehicle to persuade and influence groups of people through effective organizational communications. Various examples of successful campaigns will be examined in addition to historical events and contemporary publicity. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Describe the history and practice of public relations, including important case studies.
2. Apply the standard processes of the practice of public relations.
3. Describe the laws that govern the practice of public relations.

Course Objectives

- 1. Explain the role of values and ethics in public relations.
- 2. Describe the key theories that comprise the practice of public relations.

Lecture Content

Foundations of Public Relations What is it. Jobs in PR A brief history of PR Communication Theory Ethics and social responsibility The Public Relations Process Research and evaluation Planning: Strategies of PR Tactics of PR Writing and presentation skills Public relations in the digital age Public Relations Today and Tomorrow Crisis communications Public relations and marketing Cross-cultural communications PR and the law The future of PR

Method(s) of Instruction

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

Demonstration of Critical Thinking

Weekly "Thought Questions" requiring critical thinking on topics pertaining to course content

Required Writing, Problem Solving, Skills Demonstration

Public Relations proposal for a current company

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Mass communication: Masters degree in radio, television, film, mass communication, or journalism OR bachelors degree in any of the above AND masters degree in drama/theater arts, communication, communication studies, business, telecommunications, or English OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Guth, D.; March C. Public Relations: A Value-Driven Approach, 5th ed. Allyn Bacon, 2012 Rationale: - Legacy Textbook Transfer Data: Legacy text

Other Resources

1. Coastline Library 2. Internet access for research.