DATE SUBMITTED 10/17/13  CATALOG NO. COMM 118
1/28/2014  DATE LAST REVIEWED 12/18/01

COURSE INFORMATION FORM

DISCIPLINE Communications
COURSE TITLE Introduction to Public Relations
CR.HR 3  LECT HR. 3  LAB HR.  CLIN/INTERN HR. CLOCK HR. 

CATALOG DESCRIPTION
An overview of the history and practices of public relations. Students will practice writing various forms of public relations materials and examining field and case studies. Topics will include sections on unethical public relations practices and the relationship of public relations to the press and to society.

PREREQUISITES
ENGL 30 / 90 or appropriate placement test score.

EXPECTED STUDENT OUTCOMES IN THE COURSE
Upon completion of this course, the student will be able to:

1. Explain the history of public relations.
2. Analyze historical and contemporary public relations case studies.
3. Describe how Public Relations is used with organizations and how it is practiced outside of organization (advertising and PR agencies).

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

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<th>Outcomes</th>
<th>ESO</th>
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Revised 1/29/14
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

- Exams (1, 2, 3, 4)
- Writing Assignments (4)
- Group Project (2, 3, 4)
- Participation (1, 2, 3, 4)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Early development in public relations
   A. Historical beginnings/early public relations personalities
   B. The modern public relations agent

II. The practice of public relations
   A. Approaches to organized public relations
   B. Performing public relations: propaganda
      1. Writing and editing
      2. Media relations
      3. Special events
      4. Research
      5. Community and consumer relations
      6. Government relations and lobbying

III. Public relations and social responsibility
   A. Examination of case studies
   B. Examining unethical public relations practices

IV. Public relations and the press
   A. Elements of professional friction
   B. Managing the press