A. Course Description
   ○ Credits: 3.00
   ○ Lecture Hours/Week: 3.00
   ○ Lab Hours/Week: 0.00
   ○ OJT Hours/Week: 0
   ○ Prerequisites: None
   ○ Corequisites: None
   ○ MnTC Goals: None

This course explains the nature and uses of public relations as a promotional tool. Training in the writing and preparation of press releases and press kits, publicity campaigns, conduct of press conferences, and other public relations tools. Course also includes current practices and problems in the field of public relations. Emphasizes successful case histories and planning techniques. Prerequisites: None.

B. Course Effective Dates: 1/13/03 – Present

C. Outline of Major Content Areas
   As noted on course syllabus

D. Learning Outcomes
   1. define crisis management communications in public relations
   2. define methods to counter bad publicity
   3. define public relations
   4. define research to formulate public relations planning
   5. define the components of a news release
   6. define the importance of strong media relations
   7. define the need for objectives in creating public relations strategies
   8. define the purpose of a news release
   9. define the role of public relations in IMC
   10. define the role of publicity in public relations
   11. define the role public relations play in business and industry
   12. define the role public relations play in non-profit agencies
   13. define the role that employees play in public relations
   14. define what a media kit is
15. discuss blogs, podcasting, and online media to reach target audience directly
16. discuss ethics in public relations
17. discuss how existing laws affect public relations
18. discuss how new technology can affect the p.r. is conducted
19. discuss how planned events can bring publicity
20. discuss how to cultivate media relations
21. discuss how to track public relations effectiveness
22. discuss how to write a news release
23. discuss positions available in the public relations industry
24. discuss the evolution of public relations
25. discuss the importance of photography in public relations
26. discuss the use of electronic media in public relations
27. discuss the use of print media in public relations
28. discuss the various public relations membership groups
29. discuss useful tools in public relations
30. explain how a media kit can help an organization
31. explain how a news release can help promote an organization's event
32. explain how an organization can be proactive in heading off bad publicity
33. explain how to develop a public relations plan
34. explain how to set-up a press conference
35. explain new technology affects the creation and dissemination of information for publicity
36. explain public opinion
37. explain the components of a media kit
38. explain the difference in public relations writing vs. business writing
39. explain the need for public relations in community diversity population
40. explain the need for public relations in consumer populations
41. explain the need for public relations in government relations
42. explain the need for public relations with investors
43. explain the responsibilities of public relations agencies
44. explain the role of communications in public relations
45. explain the role of management in public relations
46. explain the role of public relations agencies
47. explain the role of public relations on the internet
48. explain what a news release is

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
   As noted on course syllabus
G. Special Information
   None noted