I. Description of Course:

1. Department/Course: JOUR - 132
2. Title: Introduction to Public Relations
3. Cross Reference:
4. Units: 3
   Lec Hrs: 3
   Lab Hrs: 
   Tot Hrs: 54.00
5. Repeatability: No
6. Grade Options: Grade Only (GR)
7. Degree/Applicability:
   Credit, Degree Applicable, Transferable - CSU (T)
8. General Education:
9. Field Trips: Optional
10. Requisites:
    Prerequisite
    JOUR 101A Newswriting
12. Catalog Description:
    Demonstrate knowledge of the field and practice of public relations. Explain public relations history, theories and techniques. Employ practical approach to creating press releases, organizing and executing public relations campaigns. Practice ethical- and research-based responses to challenges facing organizations.
13. Class Schedule Description:
    Assess the field and practice of public relations. Plan a strategic response to a typical public relations challenge.
14. Counselor Information:
    This is an elective course for the new Mass Comm AA, Public Relations emphasis.

II. Student Learning Outcomes

The student will:
1. Define the role, basic functions and theoretical foundations of public relations.
2. Explain how public, private and nonprofit organizations use public relations to reach their various audiences.
3. Recognize professional ethics, cultural sensitivity and good taste in public relations decisions.
4. Create and use various communication tools, including news releases, photographs, websites, speeches, brochures and logos.
5. Plan and apply a public relations campaign using the five steps of research, strategic planning, action, communication and evaluation.

III. Course Outline:

A. An overview of the historical development of public relations to understand the basic functions of the practice.
B. Review of communications theory as applied to public relations to guide development of public relations tools.
C. Review of similarities and differences between public, private and non-profit organizations, understanding audiences and potential challenges.
D. The nature of different communication tools used by public relations practitioners to accomplish organizational goals, including news releases, events, speeches, marketing materials, and electronic media.
E. Review of role of audience research in determining appropriate practices and evaluating effectiveness in delivering desired message and achieving organizational objectives.
F. Creating and evaluating communication tools for specific public relations objectives.
H. Selecting simulated or real organizational situation and developing public relations campaign.

IV. Course Assignments:
   A. Reading Assignments
      1. Textbook, newspapers, magazines, additional outside news sources.
   B. Projects, Activities, and other Assignments
      1. Create public relations campaign and make class/client presentation.
      2. Research project.
   C. Writing Assignments
      1. Weekly written assignments on outside readings.
      2. Practice press releases.
      3. Other print publication writing, such as brochures.

V. Methods of Evaluation:
   A. Midterm exam will cover the readings from the textbook, including the history of public relations, public opinion research and ethics of public relations.
   B. Final exam will be a presentation of the research project to the class and the client.
   C. Writing assignments will include press releases and other public relations writing samples.
   D. The research project will be a public relations campaign for a real client, including presentation to the client.

VI. Methods of Instruction:
   A. Lecture
   B. Discussion
   C. Demonstration
   D. Audiovisual
   E. Seminar
   F. Computer Assisted Instruction
   G. Collaborative Learning

VII. Textbooks:
    Recommended

    Supplemental
VIII. Supplies:

CID 3270