

MC 005: INTRODUCTION TO PUBLIC RELATIONS

Originator

lajackson

Justification / Rationale

A new updated textbook with more current/relevant examples and concepts.

Effective Term

Fall 2019

Credit Status

Credit - Degree Applicable

Subject

MC - Mass Communication

Course Number

005

Full Course Title

Introduction to Public Relations

Short Title

INTRO PUBLIC RELATIONS

Discipline**Disciplines List**

Mass Communication

Modality

Face-to-Face

Catalog Description

This course offers students an overview of the public relations field with a practical approach to the handling and planning of public relations campaigns. This course is offered in the Spring semester.

Schedule Description

This is a writing course with emphasis on the skills needed to communicate effectively with an organization's various publics and with both the electronic and print media. Advisory: ENG 001A

Lecture Units

3

Lecture Semester Hours

54

Lab Units

0

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

Advisory: ENG 001A

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Bivins, Thomas

Title

Public Relations Writing: The Essentials of Style and Format

Edition

8th

Publisher

McGraw-Hill Humanities/Social Sciences

Year

2013

College Level

Yes

Flesch-Kincaid Level

12

ISBN #

978-0073526232

Resource Type

Book

Author

Acoca, S., Borenstein, S., Carvin, E., Chapman, M.

Title

The 2018 Associated Press Stylebook and Briefing on Media Law

Publisher

Associated Press

Year

2018

College Level

Yes

Flesch-Kincaid Level

12

ISBN #

978-1541672383

Resource Type

Book

Open Educational Resource

Yes

Author

David W. Guth and Charles Marsh

Title

Public Relations: A Values-Driven Approach

Edition

6th

City

New York

Publisher

Pearson

Year

2017

College Level

Yes

Flesch-Kincaid Level

13.6

ISBN #

978-0205897766

For Text greater than five years old, list rationale:

An updated more relevant textbook with current and updated examples and concepts is needed.

Class Size Maximum

35

Entrance Skills

Employ writing as a process to generate and develop ideas, and to clarify and organize thoughts.

Prerequisite Course Objectives

ENG 001A-Develop ideas coherently in writing through the drafting process.

Entrance Skills

Construct focused theses.

Prerequisite Course Objectives

ENG 001A-Write thesis statements, topic sentences, and ideas in an organized way in multi-page essays.

Entrance Skills

Select, develop, and organize ideas in a structured format.

Prerequisite Course Objectives

ENG 001A-Participate in the process of developing texts in collaborative and individual settings.

Entrance Skills

Compose essays using combined rhetorical modes.

Prerequisite Course Objectives

ENG 001A-Write essays with varied strategies, including persuasive essays, with a arguable theses and evidence from a variety types of sources.

Entrance Skills

Demonstrate awareness of audience by use of appropriate tone and diction in all compositions.

Prerequisite Course Objectives

ENG 001A-Recognize and integrate creative elements of style (metaphor, analogy, voice, tone).

Entrance Skills

Exhibit proficiency in correct usage of grammar, punctuation and mechanics in all compositions.

Prerequisite Course Objectives

ENG 001A-Use writing reference materials and handbooks to perfect documentation skills with few errors.

Entrance Skills

Analyze, explain, evaluate, compare and contrast selected prose and poetry, both from text and researched sources.

Prerequisite Course Objectives

ENG 001A-Understand how readers' experiences influence the reading of texts.

Entrance Skills

Demonstrate skill in researching information, including CD-ROM and online sources.

Prerequisite Course Objectives

ENG 001A-Use writing reference materials and handbooks to perfect documentation skills with few errors.

Entrance Skills

Paraphrase, summarize, and quote using MLA documentation for all published sources in all compositions.

Prerequisite Course Objectives

ENG 001A-Identify and evaluate appropriate source, incorporating them appropriately quotations, summaries, paraphrases and appropriate facts.

Course Content

1. The development of public relations as a message industry
2. Writing various materials for public relations communication
3. The nature of public relations in today's society
4. Areas of public relations activities
5. Development of public relations campaigns
6. Analysis of public relations outlets and strategies
7. Current problems in the public relations field
8. Ethical issues in public relations

Course Objectives

	Objectives
Objective 1	Students will explain the role and functions of public relations in an industrialized society.
Objective 2	Students will analyze the history of public relations, basic theories of communication and persuasion.
Objective 3	Students will describe the various career opportunities, and implement professional, legal, and ethical guidelines.
Objective 4	Students will differentiate and analyze public relations activity in firms, social agencies, trade organizations, government, education, sports and entertainment.

- Objective 5 Students will implement the basic public relations process of research, planning, communication, and evaluation.
- Objective 6 Students will describe concepts of public relations, audience analysis, and persuasion.
- Objective 7 Students will implement guidelines for utilizing written, spoken and visual techniques to reach a selected audience.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:

- Outcome 1 Explain the impact of public relations on the consumer and general public in today's society
- Outcome 2 Successfully communicate media messages to an intended audience using various materials and platforms.
- Outcome 3 Create appropriate and effective public relations content to help clients shape a positive message.
- Outcome 4 Apply basic theories of communication/persuasion and apply them to specific public relations situations.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Collaborative/Team	Public relations teams to develop and solve a campaign or crisis.
Participation	Active participating in class discussion and in-class assignments.
Observation	Critiquing past and current public relations campaigns to determine the success or failure.
Lecture	Powerpoints and instructional videos
Discussion	Pros and cons of past and current public relations campaigns. What can be done differently?

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Written homework	Research, newsletter, fact sheet, background, social media calendar, media directory, essays etc.	Out of Class Only
Student participation/contribution	Group work	In and Out of Class
Mid-term and final evaluations	Final exam	In Class Only
Tests/Quizzes/Examinations	Quizzes/Exams on chapter concepts	In Class Only
Presentations/student demonstration observations	Public relations campaign and media/kit on non-profit organization	In and Out of Class
Critiques	Critiques; peer critiques	In Class Only

Assignments

Other In-class Assignments

1. Viewing and listening to a variety of audio-visual materials and powerpoint presentations
2. Analyzing public relations problems and writing appropriate public relations materials to address the problem.
3. Two essays/news releases of about 500 to 1000 words.
4. Final exam and quizzes

Other Out-of-class Assignments

1. Readings in the textbook and recommended supplementary material
2. Completion of a public relations campaign on a relevant topic
3. Weekly homework assignments

Grade Methods

Letter Grade Only

MIS Course Data

CIP Code

09.0900 - Public Relations, Advertising, and Applied Communication.

TOP Code

060600 - Public Relations

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

C-ID

JOUR 150

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded**Attach relevant documents (example: Advisory Committee or Department Minutes)**

MC 005 Approval Letter.pdf

Approvals**Curriculum Committee Approval Date**

10/18/2018

Academic Senate Approval Date

10/25/2018

Board of Trustees Approval Date

11/14/2018

Chancellor's Office Approval Date

11/22/2018

Course Control Number

CCC000598710

Programs referencing this courseBasic Radio Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=197>)Applications and Information Systems AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=223>)Business Information - Marketing Specialist Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=224>)Social Media Marketing (<http://catalog.collegeofthedesert.eduundefined?key=226>)Social Media Marketing (<http://catalog.collegeofthedesert.eduundefined?key=227>)Liberal Arts: Arts, Humanities Communications AA Degree (<http://catalog.collegeofthedesert.eduundefined?key=26>)Journalism AA-T (<http://catalog.collegeofthedesert.eduundefined?key=9>)