

COURSE OUTLINECOURSE NAME PUBLIC RELATIONSCOURSE NUMBER MKTG 3321DATE SEPTEMBER 1998Prepared by School of BusinessTaught to PART TIME STUDIESSchool BusinessDate Prepared NOVEMBER 1994Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36

PREREQUISITES - NONE

COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

The objective of the course is to provide students with an overview of public relations theory and technique in order to enable them to carry out various public relations functions for a business, government, association or any other organization.

This will be accomplished through lectures, examples, class participation and case studies.

The student, as an individual or as a member of a group, will be expected to participate actively in the discussion and provide examples of the material covered during the lessons.

EVALUATION

Final Examination	<u>30</u> %
Mid-Term	<u> </u> %
Projects	<u>60</u> %
Laboratory	<u> </u> %
Other (Participation)	<u>10</u> %

REQUIRED TEXT(S) AND MATERIALS

Seitel, Fraser P. - THE PRACTICE OF PUBLIC RELATIONS (6TH Edition)
Macmillan Publishing Co., 1992

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

NONE

COURSE SUMMARY

The learning of public relations principles and techniques will be reinforced by the application of lecture material to solve practical case studies and other assignments, some of which will be presented in written format. Completion of these projects will enable the students to apply the material covered during the term, and to measure and evaluate what they have learned.

COURSE OUTLINE - MKTG 3321

(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED	Reading from: <u>The Practice of Public Relations</u>
	What is public relations? Defining and identifying audiences and publics. The Four-Step planning process (RACE/PEACE).	Chapters 1 & 2
	Opinions and attitudes. Planning a PR program. Organizing for PR.	Chapters 3 & 4
	Ethics.	Chapter 5
	The role of research. Communication theory.	Chapters 6 & 7
	Preparing news releases, press kits. Writing for the eye. Effective speech.	Chapters 8 & 9
	The spoken word: the speech as a PR vehicle. Writing for the ear. Effective speech.	Chapter 10
	PR and marketing. Institutional advertising. Publicity techniques.	Chapters 11, 12 & 13
	Introduction to media relations.	Chapter 14
	Special publics: employees, community, and consumers.	Chapters 15, 17 & 18
	Issues management.	Chapter 21
	Review/Exam	