

## COURSE OUTLINE

SEP 18 2003

COURSE NAME PUBLIC RELATIONSCOURSE NUMBER MKTG 3321 DATE APRIL 1996Prepared by School of Business Taught to PART TIME STUDIESSchool Business Date Prepared NOVEMBER 1994Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total 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> %           |
| <del>Mid-Term</del>   | <del>_____</del> %    |
| Projects              | <u>60</u> <u>50</u> % |
| <del>Laboratory</del> | <del>_____</del> %    |
| Other (Participation) | <u>10</u> <u>20</u> % |

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**REQUIRED TEXT(S) AND MATERIALS**

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

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**REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

NONE

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**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<br>LECTURE<br>OR LAB<br>NUMBER | MATERIAL COVERED   | Reading from: <u>The<br/>Practice of<br/>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 work: 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  |   |

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_

EMPLOYEE: \_\_\_\_\_

OCCUPATION: \_\_\_\_\_

ADDRESS: RESIDENCE \_\_\_\_\_

\_\_\_\_\_ POSTAL CODE \_\_\_\_\_

BUSINESS \_\_\_\_\_

\_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE NUMBER: RESIDENCE \_\_\_\_\_ BUSINESS \_\_\_\_\_

PREVIOUS PUBLIC RELATIONS EXPERIENCE \_\_\_\_\_

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REASON FOR TAKING COURSE \_\_\_\_\_

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IS THERE A PARTICULAR AREA OF PUBLIC RELATIONS PRACTICE WHICH YOU WOULD LIKE TO HAVE DISCUSSED DURING THE COURSE? PLEASE OUTLINE BELOW.

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