

COURSE OUTLINE

COURSE NAME PUBLIC RELATIONS

COURSE NUMBER MKTG 3321 DATE JANUARY 1994

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared NOVEMBER 1993 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. 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> %
Mid-Term	<u> </u> %
Projects	<u>50</u> %
Laboratory	<u> </u> %
Other (Participation)	<u>20</u> %

REQUIRED TEXT(S) AND MATERIALS

Seitel, Fraser P. - THE PRACTICE OF PUBLIC RELATIONS (5TH 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.

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(continued)

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

NAME: _____ AGE: _____

EMPLOYEE: _____

OCCUPATION: _____

ADDRESS: RESIDENCE _____

_____ POSTAL CODE _____

BUSINESS _____

_____ POSTAL CODE _____

TELEPHONE NUMBER: RESIDENCE _____ BUSINESS _____

PREVIOUS PUBLIC RELATIONS EXPERIENCE _____

REASON FOR TAKING COURSE _____

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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(continued)

1. Please list the newspapers which you **always** read.

2. Please list those newspapers which you **sometimes** read.

3. Please list those magazines which you **always** read.

4. Please list those magazines which you **sometimes** read.

5. Please list the last **three** books you have read. . . and when.