

MJS-2060: PRINCIPLES OF PUBLIC RELATIONS

Cuyahoga Community College

Viewing: MJS-2060 : Principles of Public Relations

Board of Trustees:

March 2018

Academic Term:

Fall 2019

Subject Code

MJS - Media and Journalism Studies

Course Number:

2060

Title:

Principles of Public Relations

Catalog Description:

Introduction to the profession of public relations; learn how to develop, implement and evaluate a public relations plan; and engage in professional practice by carrying out public relations activities on behalf of a local club, campus organization, or local community.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

ENG-1010 College Composition I or ENG-101H Honors College Composition I.

Outcomes

Course Outcome(s):

Apply knowledge of the profession and the professional organizations (Public Relations Society of America (PRSA), Public Relations Student Society of America (PRSSA)) that represent and promote PR learning and the practice of public relations.

Essential Learning Outcome Mapping:

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

1. Describe the public relations profession and related professional organizations (PRSA, PRSSA)
2. Explain the steps in the public relations process (Research, Action, Communication and Evaluation (RACE) or Research, Objectives, Programming and Evaluation (ROPES)).
3. Discuss the many facets and areas where the practice of public relations takes place.
4. Describe how public relations practitioners work with and engage in two-way communication with the profession's various publics (media, employees, shareholders, customers, communities, etc.).

Course Outcome(s):

Conduct basic public relations communications (writing a news release, communicating with the media, communicating with media, executing a social media campaign, communicating with shareholder, holding a press conference, etc.)

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Develop an interest in one aspect of public relations (media relations, sports, investor relations, corporate communications, non-profit, etc.).
2. Develop an interest in one aspect of public relations (media relations, sports, investor relations, corporate communications, non-profit, etc.).
3. Create a news release, fact sheet, and other PR Tools.
4. Create shareholder communications.
5. Discuss community relations vs. consumer relations and marketing.
6. Compare and contrast corporate public relations with non-profit public relations.
7. Discuss and evaluate crisis communications.

Course Outcome(s):

Develop a Public Relations program for a specified organization, including public opinion research strategies, planning matrix, measurable objectives, social media strategies, and traditional media strategies.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Discuss effective public relations strategies and tactics.
2. Apply research techniques and critical thinking skills to correctly assess a problem or opportunity which the organization faces, including selecting methods for researching public opinion about a company or event.
3. Explain the impact of a PR campaign on external audiences, using the ROPES or RACE formula.
4. Discuss the impact of employee/internal communications on a public relations campaign.
5. Discuss strategic planning for public relations effectiveness.

Methods of Evaluation:

1. Writing Assignments
2. Short papers (three of them)
3. Examinations
4. Project presentation: written and oral presentation of a public relations case study which students write for an organization or cause

Course Content Outline:

1. Public relations industry
 - a. Definition
 - b. Major functions
 - c. Career tracks
2. History of Public Relations
 - a. Social role
 - b. Grunig's "Four Models"
 - c. Role of public opinion
3. Theoretical Basis
 - a. Theories of relationships
 - b. Theories of persuasion and social influence
 - c. Theories of mass communication
4. Public relations process
 - a. Strategic planning and its importance
 - b. Public opinion
 - i. Fundamentals of persuasion
 - ii. Role of opinion leaders
 - c. Public Relations Research
 - i. The RACE formula
 - ii. The ROPES formula
 - d. Formal and informal research
5. Public Relations Law and Ethics

- a. Legal Environment
- b. Ethical Environment
- c. Codes and Code Enforcement (PRSA, International Association of Business Communicators (IABC))
- 6. PR Programming
 - a. Planning matrix
 - b. Management By Objective and its measurement
 - c. Strategies and tactics
 - i. News release
 - ii. Social media communications
 - iii. Fact sheets
 - iv. Media conferences
 - v. Other public relations tools
- 7. Public Relations Audiences
 - a. Employee/internal communications
 - b. Community relations
 - c. Marketing public relations
 - d. Corporate relations
 - e. Non-profit public relations
 - f. Government and Public affairs
- 8. Crisis communications
 - a. Issues Management
 - b. Risk Communication and Message Mapping
 - c. Planning and Managing in a Crisis

Resources

Wilcox, Cameron, Reber, Shin. *THINK Public Relations*. 2nd. New York: Pearson, 2013.

Lattimore, Daniel, Otis Baskin, Suzette Heiman, and Elizabeth Toth. *Public Relations: The Profession and the Practice*. 4th ed. New York, NY: McGraw Hill, 2011.

Seitel, Fraser. *The Practice of Public Relations*. 13th ed. England: Pearson, 2016.

Bivins, Thomas H. *Public Relations Writing: The Essentials of Style and Format*. 8th ed. New York, NY: McGraw Hill, 2013.

Newsom, Doug and Jim Haynes. *Public Relations Writing: Strategies and Structures*. 11th ed. Boston, MA: Cengage Learning, 2016.

Wilcox, Dennis. *Public Relations: Strategies and Tactics*. 11th ed. New York: Pearson, 2014.

Resources Other

1. Public Relations Society of America. www.prsa.org (<http://www.prsa.org>)
2. *Bulldog Reporter* daily newsletter. <https://www.bulldogreporter.com>

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Key: 2636