

Bemidji State University

MASC 2690: Principles of Public Relations

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Principles related to public relations: The history/development of public relations, the basic concepts of effective public relations, and ethical practices of public relations. Students learn analysis/critique of public relations in contemporary society. Students focus on understanding how to conduct publicity campaigns, on public relations as a strategic communication, and on problem solving processes involving the application of key principles. Prerequisites: MASC 1840.

B. COURSE EFFECTIVE DATES: 08/24/2009 - 08/21/2016

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted