MASC 2690: Public Relations

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   Learn the strategic planning process of doing public relations work and how to create a public relations plan. Students will learn and apply the various tactics used by public relations professionals to meet organizational goals.

B. COURSE EFFECTIVE DATES: 08/22/2016 - Present

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