Bemidji State University

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