Bemidji State University

MASC 3260: Public Relations

A. COURSE DESCRIPTION

   Credits: 3
   Lecture Hours/Week: 0
   Lab Hours/Week: 0
   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. Prerequisites: MASC 2850 and BUAD 3361

B. COURSE EFFECTIVE DATES: 08/15/2020 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Analysis/critique of public relations in contemporary society
   2. Basic concepts of effective public relations
   3. Ethical practices of public relations
   4. History/development of public relations

D. LEARNING OUTCOMES (General)

   1. Understand the various writing tasks for specific audiences and purposes
   2. Describe the strategies, tactics and techniques of public relations programs
   3. Demonstrate critical thinking, research, and analysis skills involving public relations, ethics, and business organizations
   4. Explain the basic function, tools, and publics of public relations practitioners in the corporate environment
   5. Develop a basic communication plan/campaign

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

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted