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.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Communication theories
2. History of public relations
3. Creation of a public relations plan
4. Analysis/critique of public relations in contemporary society
5. Basic concepts of effective public relations
6. Ethical practices of public relations

D. LEARNING OUTCOMES (General)

1. describe what public relations is, and the role it plays in society.
2. employ communication theories and principles that are applicable to a public relations environment.
3. describe the strategic planning process of public relations.
4. apply the various tactics used by public relations professionals to meet an organization's goals
5. develop a public relations plan.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted