

Minnesota State University Moorhead

COMM 284: Public Relations Principles

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course is designed to achieve the following learning outcomes: acquire an understanding of the principles, theories and practices of public relations; develop an understanding of the four-step process and how business, government and not-for-profit organizations use it to alter, adapt to or maintain their environments to achieve organizational goals.

B. COURSE EFFECTIVE DATES: 09/02/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The course combines lectures in history, theory and case studies in the practice of public relations.

D. LEARNING OUTCOMES (General)

1. acquire an understanding of the principles, theories and practices of public relations
2. develop an understanding of the four step process and how business, government and not for profit organizations use it to alter, adapt to or maintain their environments to achieve organizational goals.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted