

North Hennepin Community College

COMM 2610: Introduction to Public Relations and Strategic Communication

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 0

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires either of these prerequisites

ENGL 1200 - Gateway College Writing (Minimum grade: 1.67 GPA Equivalent)

ENGL 1201 - College Writing I (Minimum grade: 1.67 GPA Equivalent)

Corequisites: None

MnTC Goals: Goal 01 - Communication, Goal 02 - Critical Thinking, Goal 09 - Ethical/Civic Resp

This course examines the principles, evolution, practice, and ethics of strategic communication and public relations. Student will learn to analyze and critique different public relations and strategic communication campaigns across different contexts, cultures, and communities. Students will engage in the campaign creation process through research, message and narrative creation, and evaluation of strategic communication.

B. COURSE EFFECTIVE DATES: 02/09/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Identify basic tools, functions, and goals of public relations and strategic communication (ELO 2e).
2. Identify strategies, tactics, techniques, and theories of public relations and strategic communication (MnTC 1d, g, ELO 2e).
3. Analyze and target messages for diverse audiences (MnTC 1c, d, 2b, d, 9c, d, ELO 2a, 3b, 4a, d).
4. Examine the history and evolution of the public relations field (MnTC 9b, d, ELO 2a).
5. Explain the difference between public relations, crisis communication, and risk communication (ELO 2a).
6. Recognize and apply the basics of a public relations campaign (MnTC 1f, 2b, c, 9b, d, ELO 2b, 3c, 4a, d).
7. Recognize and apply the basics of a crisis or communication campaign (MnTC 1f, 2b, c, 9b, d, ELO 2b, 3c, 4a, d).
8. Explore the legal and ethical implications of public relations and strategic communication campaign designs (MnTC 1c, f, 2c, d, 9b, c, d, ELO 3b, c, 4a, d).

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

Goal 01 - Communication

1. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
2. Select appropriate communication choices for specific audiences.
3. Use authority, point-of-view, and individual voice and style in their writing and speaking.
4. Employ syntax and usage appropriate to academic disciplines and the professional world.

Goal 02 - Critical Thinking

1. Imagine and seek out a variety of possible goals, assumptions, interpretations, or perspectives which can give alternative meanings or solutions to given situations or problems.
2. Analyze the logical connections among the facts, goals, and implicit assumptions relevant to a problem or claim; generate and evaluate implications that follow from them.
3. Recognize and articulate the value assumptions which underlie and affect decisions, interpretations, analyses, and evaluations made by ourselves and others.

Goal 09 - Ethical/Civic Resp

1. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
2. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
3. Recognize the diversity of political motivations and interests of others.

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted