BMK 57 Course Outline as of Fall 2016

CATALOG INFORMATION

Dept and Nbr: BMK 57 Title: INTRO PUBLIC RELATIONS
Full Title: Introduction to Public Relations
Last Reviewed: 5/9/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50 Total Student Learning Hours: 78.75

Title 5 Category:	AA Degree Applicable
Grading:	Grade or P/NP
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	

Catalog Description:
The principles and practical applications of public relations within a business marketing setting including communications strategies to build strong relationships with an organization's customers and stockholders. Topics include communications management, integrated marketing communication, crisis management, and image management.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: The principles and practical applications of public relations within a business marketing setting including communications strategies to build strong relationships with an organization's customers and stockholders. Topics include communications management, integrated marketing communication, crisis management, and image management. (Grade or P/NP)

Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**			Effective:	Inactive:
CSU GE:	**Transfer Area**			Effective:	Inactive:
IGETC:	**Transfer Area**			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 2002	Inactive:	
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Examine and develop specific methods to influence public opinion and manage perceptions.
2. Differentiate between the values of good public relations: ethics, truth, and credibility.
3. Demonstrate proficiency in designing effective public relations strategies to support the long-term mission of a marketing plan.

Objectives:
At the end of the course, students will have the ability to:
1. Identify and compare the various techniques of marketing communications
2. Compose marketing briefs and press releases
3. Construct the PR [public relations] portion of an integrated marketing campaign
4. Solve communication challenges within the business setting
5. Evaluate the effectiveness of an organization's PR efforts
6. Organize successful marketing and PR events
7. Prepare an effective PR strategy for a new product launch
8. Employ strategic thinking in order to influence successful media relations
9. Evaluate product attributes and translate them into viable PR initiatives
10. Determine what creates authenticity, credibility and ethical PR response

Topics and Scope:

1. Communication management
   A. Defining public relations problems
   B. Planning and programming
   C. Taking action and communicating
   D. Evaluating the program

2. Integrated marketing communications
3. Image shaping and management
4. Situational analysis
5. Marketing writing, pitch preparation, follow-up
6. Ethics and responsibility
   A. Legal considerations - truth, credibility, consequences
   B. Internal media and employee communication
   C. External media and media relations
7. Crisis management
8. Print, broadcast, electronic media, media advisories
9. Investors, government regulations, communities
   A. Business and industry
   B. Government and public affairs
   C. Nonprofit organizations, health care, and education
   D. Trade associations, professional societies, and labor unions
10. Multicultural and international requirements

Assignment:

1. Read 10 to 20 pages per week
2. Written homework assignments of approximately 1 to 2 pages
3. Examine and discuss case studies
4. Write and present a PR/publicity plan (1 to 3 pages)
5. Prepare and present a social media communications plan
6. Analyze persuasive business communication
7. Weekly examinations of current public relations practices and implementations

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework assignments of approximately 1 to 2 pages; Write a PR/publicity plan (1 to 3 pages)	Writing 10 - 20%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Examine and discuss case studies; Analyze persuasive business communication	Problem solving 20 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Examine and discuss case studies; Prepare and present a social media communications plan	Skill Demonstrations 40 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Weekly examinations of current public relations practices and implementations	Exams 10 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation	Other Category 10 - 20%

Representative Textbooks and Materials:
Think Public Relations by Wilcox, Cameron, Reber, and Shin, Published by Pearson, 3rd edition 2016.