

BMK 57 Course Outline as of Fall 2002**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	8	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: communications strategies to build strong relationships with an organization's customers and stockholders. Topics include writing press releases, product launches, media relations, planning a public relations program, integrated marketing, event publicity and investor relations.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:**Schedule of Classes Information:**

Description: PR and marketing communications strategies to build strong relationships with an organization's consumers and stockholders. Key topics include press releases, media relations, product launches and event marketing. (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:
Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and 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 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 a successful marketing/PR event
7. Prepare an effective PR strategy for a new product launch
8. Employ strategic thinking and influencing for successful media relations
9. Evaluate product attributes and translate them into viable PR initiatives

Topics and Scope:

The students will be required to apply the following concepts:

1. Communication management
2. Integrated marketing communications
3. Image shaping
4. Situational analysis
5. Marketing writing, pitch preparation, follow-up
6. Ethics and responsibility
7. Crisis management
8. Print, broadcast, electronic media
9. Investors, government regulations, communities
10. Multicultural/International requirements

Assignment:

1. examine and discuss case studies
2. write a Public Relations plan
3. prepare an event plan
4. participate in creative team activities
5. analyze persuasive marketing communication
6. press releases or other PR materials

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, project report: online/direct marketing plan

Writing
10 - 20%

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

Homework problems, oral presentations and team activities

Problem solving
20 - 30%

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

Class performances, Performance exams

Skill Demonstrations
40 - 50%

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

Multiple choice

Exams
10 - 20%

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

Class participation

Other Category
10 - 20%

Representative Textbooks and Materials:

Effective Public Relations by Cutlip, Center and Brown, Published by Prentice Hall, copyright 2000