

BMK 57 Course Outline as of Summer 2010**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

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 [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, creditability 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
4. Situational analysis
5. Marketing writing, pitch preparation, follow-up
6. Ethics and responsibility
 - a. Legal considerations
 - 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. Examine and discuss case studies
- 2. Write and present a PR plan (3 to 5 pages)
- 3. Prepare and present an event plan
- 4. Analyze persuasive marketing communication
- 5. Press releases or other PR materials (3 to 5)
- 6. Read 20 to 30 pages per week
- 7. Mid-term and final exams

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, public relations plan, event 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

Problem solving
20 - 30%

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

Oral presentation of case studies.

Skill Demonstrations
40 - 50%

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

Multiple choice, completion, essay

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:

Effective Public Relations by Cutlip, Center and Brown, Published by Prentice Hall, 2006.