

Las Positas College
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Course Outline for MSCM 7

INTRODUCTION TO PUBLIC RELATIONS

Effective: Fall 2018

I. CATALOG DESCRIPTION:

MSCM 7 — INTRODUCTION TO PUBLIC RELATIONS — 3.00 units

Introduction to the principles, history, development, and professional practice of modern public relations. Includes concepts of planning and executing effective communication strategies, including message design and distribution, for any organization.

3.00 Units Lecture

Strongly Recommended

- Eligibility for ENG 1A -

Grading Methods:

Letter or P/NP

Discipline:

- Mass Communications or
- Journalism

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

- A. -Eligibility for ENG 1A
1. Use strategies to assess a text's difficulty, purpose, and main idea prior to the act of reading
 2. Annotate a text during the act of reading
 3. Employ strategies that enable a critical evaluation of a text
 4. Respond critically to a text through class discussions and writing
 5. Use concepts of paragraph and essay structure and development to analyze his/her own and others' essays
 6. Write effective summaries of texts that avoid wording and sentence structure of the original
 7. Respond to texts drawing on personal experience and other texts
 8. Organize coherent essays around a central idea or a position
 9. Apply structural elements in writing that are appropriate to the audience and purpose
 10. Provide appropriate and accurate evidence to support positions and conclusions
 11. Produce written work that reflects academic integrity and responsibility, particularly when integrating the exact language and ideas of an outside text into one's own writing
 12. Utilize effective grammar recall to check sentences for correct grammar and mechanics
 13. Proofread his/her own and others' prose

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Describe and apply the principles and current practices of public relations
- B. Define and differentiate the concepts of public relations, advertising, press agency, marketing, journalism, and public affairs
- C. Describe the evolution of the field of public relations from historical to current practices
- D. Describe a public relation practitioner's training, characteristics, work assignments, and employment prospects
- E. Plan and prepare publicity programs, press releases, memos, and online public relations for different types of organizations
- F. Apply theories of public relations to different types of organizations and audiences
- G. Apply legal and ethical concepts of public relations to different types of organizations
- H. Discuss and analyze the roles and techniques of research, strategic planning, action and communication, and evaluation in public relations practice
 - I. Define and differentiate among the publics and targets served by public relations practitioners
 - J. Discuss and analyze the future trends in public relations with emphasis on the role of technology in public relations
 - K. Discuss and analyze the use of public relations strategies in the mainstream and social media

V. CONTENT:

- A. Principles and current practices in public relations
 - 1. Definition of public relations
 - 2. Contrast of one-way and two-way communication systems
 - 3. Current use of public relations by different organizations
- B. Public relations distinguished from related fields
 - 1. Advertising
 - 2. Press agency
 - 3. Marketing
 - 4. Journalism
 - 5. Public affairs
- C. Evolution of public relations
 - 1. Pre-modern public relations
 - 2. Public relations as a new industry
 - 3. Public relations and war
 - 4. Public relations and social activism
 - 5. Public relations and advertising
 - 6. Public relations and new media
 - 7. Public relations and politics
- D. The practice of modern public relations
 - 1. Areas of employment
 - a. Corporations
 - b. Non-profit organizations
 - c. Trade associations
 - d. Government
 - e. Public relations agencies
 - f. Public relations consultants
 - 2. Characteristics and training
 - 3. Activities and duties
 - 4. Working conditions and job prospects
- E. Tools of public relations practitioners
 - 1. Publicity packages
 - 2. Press releases
 - 3. Memos
 - 4. Online public relations
- F. Theories of public relations
 - 1. Communication theories
 - 2. Motivation
 - 3. Persuasion
 - 4. Social influence
- G. Legal and ethical issues in public relations
 - 1. Code of ethics
 - 2. Cultural issues
 - 3. Trust and corporate social responsibility
 - 4. Legal issues
 - a. The first amendment
 - b. Government and business regulation
 - c. The internet
 - d. Crisis management
 - e. Litigation
- H. The Process of Public Relations
 - 1. Research
 - 2. Strategic planning
 - 3. Action and communication
 - 4. Evaluation of effectiveness
- I. The Different Publics or Targets
 - 1. The media
 - 2. Employees
 - 3. Community
 - 4. Consumers
 - 5. Investors
 - 6. Governments
 - 7. Nontraditional publics
- J. The future of public relations
 - 1. Online public relations
 - 2. Viral marketing
 - 3. Global public relations
 - 4. Evolving roles for public relations practitioners
- K. The use of public relations strategies in the mainstream and social media

VI. METHODS OF INSTRUCTION:

- A. **Guest Lecturers** - Guest presentations by public relations specialists
- B. **Written exercises and case studies** -
- C. **Lecture** -
- D. **Projects** - Event planning and event planning simulations
- E. **Student Presentations** -
- F. **Critique** - Individual/group evaluation of student and professional prose
- G. Instructor conferences
- H. **Discussion** - Small group and whole-class discussion
- I. **Research** -
- J. **Classroom Activity** -

VII. TYPICAL ASSIGNMENTS:

- A. Oral presentation of group research and discussion:
 - 1. Compare one-way communication to two-way communication using principles of public relations discussed in class.
 - 2. Define and explain the changing role of the public relations practitioner in the age of new media.
- B. Written analysis of ethical issues presented in a movie: View *Thank You for Smoking* and describe the application of Public Relations Society of America's Code of Professional Standards for the Practice of Public Relations to the actions of one of the public relations practitioners in the movie.
- C. Public relations project: Prepare and execute a public relations event for an organization. For example, prepare and execute a

- magazine release party for the campus magazine.
- D. Oral presentations on public relations project: Provide an oral report describing the public relations event you created and evaluate its effectiveness.
- E. Essay examinations – Typical questions:
1. Explain the significance of public relations in the history of women's suffrage.
 2. Describe and differentiate two of the publics served by public relations specialists.
 3. What is viral marketing and how has it changed the practice of public relations?

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Research Projects
4. Papers
5. Oral Presentation
6. Projects
7. Group Projects
8. Class Participation

B. **Frequency**

1. Exams/Tests: Monthly
2. Quizzes: Weekly
3. Research Projects: Minimum of one per semester
4. Papers: Weekly
5. Oral Presentation: Weekly
6. Group Projects: Monthly
7. Class Participation: Daily

IX. TYPICAL TEXTS:

1. Wilcox, Dennis, Glen Cameron, and Bryan Reber. *Public Relations: Strategies and Tactics*. 11th ed., Pearson, 2015.
2. Guth, David, and Charles Marsh. *Public Relations: A Values-Driven Approach*. 6th ed., Pearson, 2016.
3. Lattimore, D., et al. *Public Relations: The Profession and the Practice*. 4th ed., McGraw-Hill, 2011.
4. Newsom, D., et al. *Cengage Advantage Books: This is PR: The Realities of Public Relations*. 11th ed., Wadsworth, 2013.

X. OTHER MATERIALS REQUIRED OF STUDENTS: