

MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

DEPT. CMST

COURSE NUMBER: 1170

NUMBER OF CREDITS: 3

Lecture: 3 Lab: 0 OJT 0

Course Title:

Public Relations

Catalog Description:

Public Relations explores the principles, practices and ethics of strategic communication used in public relations historically and in the modern world of communication. By using an active learning approach, students will research, create and evaluate public relations messages.

Prerequisites or Necessary Entry Skills/Knowledge:

None

FULFILLS MN TRANSFER CURRICULUM AREA(S) (*Leave blank if not applicable*)

- Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
- Examine, articulate, and apply their own ethical views.
 - Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
 - Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
 - Recognize the diversity of political motivations and interests of others.
 - Identify ways to exercise the rights and responsibilities of citizenship.

Topics to be Covered

Strategic Communication

The Public Relations Process

Mass Communication Theories

History of Public Relations

Audience Analysis

Ethical Communication

Persuasive Messaging

Student Learning Outcomes

Identify basic tools, functions, and goals of public relations and public relations campaigns both currently and through a historic perspective (MnTC 9b).

Analyze the role of public relations in media and culture through strategies, tactics, techniques and theories of public relations (MnTC 9a).

Evaluate the motivations and interests of diverse audiences when interpreting and crafting persuasive messages (MnTC 9d).
Discuss one's own ethical responses to public relations messages (MnTC 9a).
Identify common ethical and persuasive appeals in public relations messages (MnTC 9c).
Monitor ethical issues and legal compliance while exercising responsibility to various audiences (MnTC 9b, 9c).
Create strategic communication messages while applying one's own ethical views (MnTC 9a, 9c).

Is this course part of a transfer pathway: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Identify basic tools, functions and goals of public relations.
Identify strategies, tactics, techniques and theories of public relations.
Analyze and target messages for diverse audiences.
Examine the history and evolution of the public relations fields.
Recognize and apply the basics of a public relations campaign.
Explore the legal and ethical implications of public relations campaign designs.

Revised Date: 8/26/2021