ROSE STATE COLLEGE

Division Course Syllabus

<table>
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<tr>
<th>Division</th>
<th>Humanities</th>
<th>Course Prefix and Number</th>
<th>MCOM 2323</th>
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<tbody>
<tr>
<td>Course Title</td>
<td>Principles of Public Relations</td>
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<tr>
<td>Semester and Year Submitted</td>
<td>Spring 2014</td>
<td>Credit Hours</td>
<td>3</td>
</tr>
<tr>
<td>Prepared by</td>
<td>Susan Dawson-O'Brien</td>
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<tr>
<td>Hours Per Week:</td>
<td>Class   3</td>
<td>Lab   0</td>
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Course Description (as it appears in Catalog)

An overview of the public relations profession, focusing on definitions, history, theory, practices, case studies, ethics, law, and career opportunities in the field.

Prerequisites

None

Text(s):

<table>
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<tr>
<th>Title</th>
<th>Cutlip &amp; Center's Effective Public Relations</th>
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<tbody>
<tr>
<td>Author</td>
<td>Broom</td>
</tr>
<tr>
<td>Publisher</td>
<td>Pearson</td>
</tr>
<tr>
<td>Copyright Date</td>
<td>2013 (11th ed.)</td>
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<tr>
<td>ISBN #</td>
<td>9780132669153</td>
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Reading Level: 15

Supplemental Materials:

(Other books, audio visual aids, etc.)
Outline for Remainder of Syllabus:

Rationale: This course introduces students to the field of public relations; the techniques and skills associated with this discipline are used in nearly all communication careers.

Expected Outcomes: At the end of the semester, successful students will be able to:
1. Offer working definitions of public relations and all related areas;
2. Cite the historical roots of public relations;
3. Discuss basic theories and practices of public relations, including related factors such as sociology, psychology, business, communication, ethics, and law;
4. Recognize and offer solutions to public relations problems and opportunities;
5. Understand how public relations works internally and externally, especially with the media; and
6. Discuss careers in public relations.

Methods of Instruction: Classes include discussion, lecture/slides, handouts, guest speakers, case studies, quizzes, examinations, and a group project. Students will read chapters before class to prepare for discussion. Exam study guides will be utilized.

Assessment (Including Critical Thinking measurements):
Students will be assessed on homework, case studies, quizzes, exams, and a final group project (research paper and oral presentation).

Grade scale: A’s are earned for exceptional work, above and beyond the call of duty. B’s are for above-expectation work, C’s are for acceptable work. D’s are for below-expectation work and F’s are for unacceptable work. A’s are earned for work that is logical; coherent; offers abundant, appropriate examples and citations; features outstanding crtital thinking skills; and is free of errors (fact, grammar, sentence structure, spelling, etc.). B’s are for work that draws logical conclusions from good critical thinking skills; is coherent with minimal errors in spelling, grammar, structure, etc.; and presents good citations and examples. C’s are for acceptable work that shows logical and coherent considerations; meets the minimum criteria for content, citations, and examples; and shows consideration for spelling, grammar, structure, etc. D work does not meet assignment criteria; offers few or no citations or examples, shows little logic and/or poor coherence; and features many errors of structure and grammar. F’s are for unacceptable work that does not meet assignment criteria, has no examples/citations, has no logic or coherence, is riddled with errors, and/or plagiarises. Missing deadlines and being absent will also affect students’ grades.

Learning Objectives:
Unit 1: Introduction to Public Relations
On homework, quizzes, or examinations, students will be able to effectively define public relations and its related areas, discuss careers in the fields; comprehend and categorize the various legal and ethical constraints; and accurately use all vocabulary pertaining to these topics. (Outcomes 1, 3, 4, 5, 6)

Unit 2: Public Relations History
On homework, quizzes, or examinations, students will accurately place historic figures and events in a timeline. (Outcomes 1, 2, 3, 4, 5, 6)
Unit 3: Public Relations Theory
On homework, quizzes, or examinations, students will be able to accurately identify various public relations and communications theories. (Outcomes 1, 3)

Unit 4: Public Relations and Internal/External Communications
On assignments, quizzes, or examinations, students will be able to discuss various methods public relations professionals use to communicate both within their companies/organizations and with the media. (Outcomes 1, 3, 5, 6)

Unit 5: Case Studies
On assignments, quizzes, or examinations, students will be able to correctly identify the problem, solution, and/or theory (considering all legal and ethical angles) to public relations case studies. (Outcomes 1, 2, 3, 4, 5, 6)

Unit 6: Group Project
Students will form small groups and engage in the study of a live public relations problem/opportunity -- utilizing research, interviewing and other communication skills -- to create a report based on a four-step process (presented in class and in the text); the two-part report includes a professionally presented written document and oral presentation to the class. (Outcomes 1, 3, 4, 5)