

LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore <http://www.labette.edu/bookstore> for the required texts for this class.

COURSE NUMBER: COMM 225

COURSE TITLE: EXPLORATIONS IN PUBLIC RELATIONS

SEMESTER CREDIT HOURS: 3

DEPARTMENT: Communication

DIVISION: General Education

PREREQUISITE: None

COURSE DESCRIPTION:

This course will be an examination of advanced mass media and communication theory and the application of that theory to an actual campaign.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

1. Understand the major differences between public relations, marketing and advertising.

- Describe public relations role in society and within the firm apart from marketing and advertising.
- Gain a general understanding of legal considerations involved in public relations work activities.
- Understand methods and techniques of evaluating public relations programs.
- Have an understanding of ethical standards of conduct set by national professional organizations.

2. Demonstrate an understanding of terms and theories of public relations, and how public relations can utilize technology to its advantage.

- Gain understanding of the basic process of communication.
- Demonstrate effective public relation skills in their projects.
- Understand public relations activities in corporations.
- Understand techniques of informal and formal research and select the appropriate technique for a specific situation.
- Write and organize a basic program plan for a public relations activity.
- Apply practical knowledge on setting up media interviews, writing speeches and other written tactics.
- Have the ability to design a questionnaire.