



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**INTRODUCTION TO PUBLIC RELATIONS
MCM2727 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

MCM 2727 - INTRODUCTION TO PUBLIC RELATIONS (3 hrs)

This course is designed to give students better knowledge of what the field of public relations entails. Students will examine the various career opportunities in public relations as they study the principles and ethics that are involved. Through practical application, students will write press releases, conduct and promote press conferences, as well as explore the vital role they play with the mass media. This course would be a great asset for anyone interested in communications, journalism, and business.

Prerequisites:

None

Learner Outcomes:

During this course and upon completion of all requirements students will gain knowledge of:

What public relations is and its origins.

The abilities and skills needed to work in the public relations field.

The various places people are employed in public relations work.

The processes used to implement the various aspects of public relations.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following outline defines the minimum core content not including the final examination period.

Instructors may add other material as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been

achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.

- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: HISTORY OF PUBLIC RELATIONS

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of the background and principles of public relations.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify historical significance of public relations.
						Identify and analyze the philosophies of historical figures in the public relations field.
						Understand general societal factors that PR comes from.
						Understand the connection between public relations and public opinion or persuasion.

UNIT 2: ETHICS IN PUBLIC RELATIONS

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of research, laws, and ethical considerations involved with public relations.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Understand the significance of ethical practices in business.
						Identify unethical behavior and how public relations is involved with the behavior.
						Understand the code of ethics established by the Public Relations Society of America and why it is significant.
						Be aware of legal issues, including libel and defamation.
						Understand the most beneficial methods of collecting information for public relations professionals.

UNIT 3: RUNNING A PUBLIC RELATIONS CAMPAIGN

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge necessary to complete a public relations campaign.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Understand the careers available to public relations professionals, and what those careers entail.
						Effectively work within a community and with the members of the community.
						Partner with a non-profit to produce a project for the community to view.
						Understand working with a multicultural community.

UNIT 4: PUBLIC RELATIONS WRITING

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of the public relations field in government. Also, demonstrate the knowledge and importance of writing and innovation in public relations.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Understand the governmental use of public relations employees, both domestically and internationally.
						Understand the importance of writing in public relations.
						Understand the differences and nuances between public relations writing and other forms.
						Effectively write in and understand news release style.
						Understand the correlation between marketing, advertising, and public relations.
						Develop innovative ideas for future careers in public relations.

Projects Required:

Case Studies

Public Relations Campaign Project

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.