

BUS 300 – Public Relations

Course Description

Surveys the practice of public relations in business, nonprofit organizations, and governmental institutions. Examines the major forms of media used in public relations: news releases, broadcast publicity, public service announcements, and institutional advertising.

Instructional Materials

Seitel, F. P. (2011). *The practice of public relations: 2010 custom edition* (11th ed.). Upper Saddle River, NJ: Prentice Hall – Pearson.

Course Learning Outcomes

1. Explain the basic functions of public relations, how it can be used to support corporate goals, and how it can be integrated into marketing strategy.
2. Analyze a communication process, identify dysfunctional aspects of the process, and develop action plans to improve the communications.
3. Incorporate ethical and legal parameters in planning and executing public relations actions.
4. Formulate and plan the implementation of public relations strategies to accomplish stated public relations objectives relative to various publics (media, employees, communities, governments, consumers, and international entities).
5. Develop a public relations research plan to analyze audiences, assess alternatives, and develop needed information to support decisions.
6. Formulate and plan the implementation of public relations strategies to deal with crisis situations.
7. Use technology and information resources to research issues in public relations.
8. Write clearly and concisely about public relations issues using proper writing mechanics.