



COURSE OUTLINE

<u>CMN 125</u> Course Number	<u>Public Relations</u> Course Title	<u>3</u> Credits			
<u>3</u> Class or Lecture Hours	<u>0</u> Laboratory Work Hours	<u>0</u> Clinical or Studio Hours	<u>0</u> Practicum, Co-op, Internship	<u>15</u> Course Length (15 week, 10 week, etc.)	

Required Materials:

Newsom D & Haynes, J. *Public Relations Writing, Form & Style*, 7th Ed. Belmont, CA: Thomson, 2005.

Newsom, D. & Haynes, J. *The Public Relations Writing Exercise Book*, 7th Ed. Belmont, CA: Thomson.

Catalog Description:

Comprehensive study of public relations including identifying and reaching internal and external publics; dealing with print and electronic media; advertising, printing, direct mail; and preparing a public relations plan and budget. Also involves the writing of news releases, public service announcements, and advertising copy. Occasional offering.

Prerequisites:

Corequisites:

ENG 101 with a minimum grade of C

Last Revised: Fall 2006

Course Coordinator: Donna Munde, munde@mccc.edu, 586-4800, ext. 3332

Course Goals.

As a result of successfully completing CMN 125, a student will be able to:

Understand the role of public relations in the public and private sectors.

- Understand the distinction between public relations and advertising as well as between publicity/press agency.
- Evaluate and analyze the ethical and legal responsibilities of the PR writer
- Analyze and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertising copy, and direct mail appeals.
- Write types of materials used in public relations, especially the press release and the public service announcement.
- Practice and understand the skills and techniques used to deal with media for positive public relations and in crisis situations.
- Write print and radio advertising copy and buying space and time.
- Create a short-term public relations campaign plan and budget.
- Create a long-term public relations program and budget.

General Education Objectives.

The student will be able to:

Critically analyze public relations press releases, newsletters, brochures, speeches, and other persuasive pieces

- Develop a proficiency in the writing of public relations press releases, newsletters, brochures, speeches and other persuasive pieces
- Prepare and present orally speeches and other public relations types of presentations
- Design and present a crisis management plan:
 - Evaluate objectively his or her performance and that of others
 - Evaluate sources of public relations information

Evaluation of Student Learning.

Press releases	15%
Press conference	15%
Oral presentation	15%
Projects (2)	25%
Mid Term Exam	20%
Class Participation	10%

Units of Study in Detail

Unit 1- Public Relations Writing: Definitions, Roles and Responsibilities

- Define public relations
- Identify the differences among advertising, publicity, press agency and PR
- Describe the role of a PR writer
- Examine the different publics of an organization

Unit II – Ethical and Legal Responsibilities of the PR Writer

List the core values of the PR professional

- Describe the standards and practices of the Public Relations Society of America
- Identify some of the major laws limiting the PR professional, including libel laws, privacy issues, and copyright

Unit III – Persuasive Writing

List the steps of the persuasive process

- Design persuasive pieces using the steps of the persuasive process
- Analyze the communication process from a persuasive perspective

Unit IV – Research for the Public Relations Writer

- List the categories of research
- Distinguish between primary and secondary sources
- Discuss how to verify sources

Unit V – Writing Principles

- Understand and practice the rules of style, grammar spelling and punctuation that are particular to the field of Public Relations

Unit VI – Writing for Select Publics

- Define and describe the uses and purposes of email, memos, letters, reports and proposals
- Define and describe the uses and purposes of backgrounders and position papers
- Create examples of several of these types of written communication
- Prepare a list of questions for a public relations interviewee

Unit VII – Writing for Mass Media Publics

- Define a news release
- Evaluate sample news releases
- Create and write a news release
- Define and examine video news releases
- Examine and practice writing for the broadcast media
- Define and write a feature item for the print media
- Examine the creative writing process using symbols, type, logos, color, photographs, art and infographics as well as sight, sound, and other visual and auditory principles

Unit VIII – Writing Speeches and Other Presentations List the types of speeches most often written by public relations professionals

- Examine and analyze several speeches
- Develop, write, and present a PR speech

Unit IX – Writing Newsletters, Brochures, and Annual Reports

- Identify the criteria for successful newsletters, brochures, and annual reports
- List the types and functions of newsletters and brochures
- Design and create a newsletter or brochure

Unit X – Crisis Communication and the Planning Process

- Differentiate between reactive and pro-active planning
- Evaluate the process of crisis management in several recent major corporate crises
- Develop a media strategy for a proposed crisis

Academic Integrity Statement: Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. In this course, for both in-class assignments and pieces for The Voice, plagiarism or fabrication of information will be grounds for a failing grade. The entire policy on Academic Integrity is located in the Student handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).