

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY**  
**MKT 221 - PUBLIC RELATIONS (3 CR.)**

**Course Description**

Introduces public relations as a marketing activity and focuses on media relations, publicity, strategic planning, public relations research, communication with multiple audiences, and the elements of an effective public relations campaign to influence public opinion. Equips students with the basic skills for writing publicity materials and coordinating media kits. Lecture 3 hours per week.

**General Course Purpose**

MKT 221 is a one-semester course designed to provide students with a broad overview of the principles of public relations and an understanding of the role of public relations within an organization. Public relations are presented as a component of corporate marketing. Students will learn the public relations skills necessary to enhance the reputation of an organization, strengthen its relationships with key audiences, and enable it to deal with crises from a position of strength. Critical thinking, writing, presenting and the use of the Internet will be covered as students focus on creating and maintaining favorable relationships with their publics in an ethical manner.

**Course Prerequisites/Co-requisites**

Knowledge of basic computer skills and MKT 201: Introduction to Marketing which will provide an understanding of basic marketing activities.

**Course Objectives**

Upon completion of this course, students will be able to:

- Explain the purpose and functions of public relations
- Distinguish between the activities of public relations, advertising, and marketing
- Describe how public relations builds and maintains relationships and persuades public opinion
- Give examples to illustrate how public relations has been used to influence public opinion and promote change.
- Explain the importance of ethical behavior in public relations
- Give examples of various types of public relations a company may use
- Successfully write a press release and develop a basic media kit

**Major Topics to be Included**

- Define and describe public relations
- Explain how organizations can effectively use public relations
- Building relationships with the media and using the Internet
- Building relationships with the publics served
- Examine types and methods of creating effective public relations
- Define publicity and examine its role within public relations
- Review examples of ethical and unethical behavior
- Examine research as it applies to public relations
- Understand the role of public relations in the marketing mix
- Produce a successful press kit including a press release

**Optional Topics to be Included**

- Career exploration
- Visit with NVCC Public Information and Publications office