

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 public relations campaigns and media kits. This course applies basic writing and communication skills to the principles of public relations. This is an upper-level course intended for students planning to study in this or a related field.

General Course Purpose

MKT 221 is designed to provide an overview of public relations and develop public relations skills. This course will also prepare students majoring in the communication field for subsequent coursework in a public relations major/minor.

Course Prerequisites/Corequisites

Prerequisite: MKT 201 and knowledge of basic skills.

Course Objectives

Upon completing the course, the student will be able to:

Communication

- Demonstrate effective communication skills orally and in writing that serve target audiences in public relations campaigns.
- Apply relevant communication theories to the practice of public relations.

Critical Thinking

- Evaluate and synthesize information in order to examine media situations and current events
- Evaluate and synthesize information in order to critically analyze case studies of current and past public relations campaigns.
- Convey the process of preparing a public relations campaign and distinguish the roles of research planning, design, and implementation in this process.

Introduction to Public Relations

- Explain the purpose and functions of public relations.
- Distinguish among activities of public relations, advertising, and marketing.

History and Growth of Public Relations

- Trace the historical development of public relations in the United States.
- Describe current and future trends impacting public relations.

Ethics and Professionalism

- Describe first amendment rights and their limits on public relations.
- Identify codes of ethics governing public relations practitioners.
- Apply codes of behavior to specific situations.
- Define ethical public relations practices.
- Differentiate the responsibilities among public relations practitioners, the media, and consumers.

Public Relations Campaign Components and Planning

- Identify and describe the fundamental components of a public relations campaign, including the terms, concepts, and tools essential to PR planning.
- Critique the appropriateness of the goals, objectives, strategies, tactics, and evaluations of public relations cases.
- Describe and explain the process of preparing a public relations campaign and distinguish the roles of research planning, design, and implementation in this process.

Audience Analysis

- Identify stakeholders involved with and impacted by public relations efforts.
- Identify and describe the target audience of a public relations plan.
- Research and analyze key issues to be addressed within a public relations campaign.
- Formulate messages that connect with demographics and mindsets of an audience.

Writing for Public Relations

- Define the scope of PR research, and conduct such research.
- Identify resources to enhance proper writing style, such as AP guidelines
- Effectively prepare a range of PR communications.

Mass Media, Internet and Social Media

- Differentiate between public relations and media relations.
- Compare and contrast traditional and new media outlets.
- Analyze the influence of social media in public relations practices.
- Select the most appropriate media for connecting with target audiences
- Prepare effective communications that appeal to media gatekeepers.

Crisis Communication & Conflict Management

- Compare and contrast the connections among corporate credibility, reputation responsibilities, and public relations.
- Explain how to conduct crisis management and public outreach.
- Describe and prepare advanced crisis planning.

Public Relations Careers and Professional Development

- Identify employment segments, resources for professional networking, and career opportunities within the field of public relations.
- Identify job skills necessary for a public relations professional.
- Describe working conditions and career prospects in public relations.
- Locate suitable resources for career development and support
- Identify and practice networking skills to better interact with other PR professionals.

Major Topics to be Included

- Introduction to Public Relations
- History and Growth of Public Relations
- Ethics and Professionalism
- PR Campaign Components and Planning
- Audience Analysis
- Writing for Public Relations
- Mass Media, Internet and Social Media
- Crisis Communication & Conflict Management
- Public Relations Careers and Professional Development