

# C-ID Descriptor

## Introduction to Public Relations

### Descriptor Details

- **Descriptor Title:** Introduction to Public Relations
- **C-ID Number:** 150
- **Units:** 3.0
- **Hours:** 0000
- **Date of Last Revision:** 10/12/2017 04:44:05 PM PDT

### General Description

Principles, history and development, and professional practice of modern public relations. Includes concepts of planning and executing effective communication strategies, including message design and distribution, for any organization

### Prerequisites

No information provided

### Corequisites

No information provided

### Advisories

No information provided

### Content

- What is public relations?
- History of public relations
- Growth as a profession
- Career options

- Campaign planning
- Publics and target audiences
- Communication measurement
- Ethics and legal aspects of public relations
- Events and promotions
- Writing news releases
- Integration and interaction with mainstream media
- Integration and interaction with social media
- Case studies

### **Lab Activities**

No information provided

### **Objectives**

*At the conclusion of this course, the student should be able to:*

- Demonstrate knowledge regarding the role and function of contemporary public relations in today's society and in the global economy
- Demonstrate knowledge of the history and growth of public relations
- Demonstrate knowledge of the range of public relations careers available in today's contemporary practice
- Demonstrate the basic process of public relations research planning, communication, and evaluation; apply this to various situations
- Write news releases
- Define publics and target audiences
- Formulate effective public relations campaigns; identify multiple strategies.
- Analyze legal and ethical situations

### **Evaluation Methods**

Quizzes/Exams

Projects

Group Work

Critiques; peer critiques

Professional protocol (meeting deadlines, attendance, adherence to ethics)

## **Textbooks**

Wilcox, Dennis. Public Relations: Strategies and Tactics. Allyn & Bacon

Carden, Zapala. Public Relations Writing Worktext: A Practical Guide for the Profession. Routledge

Newsom, Doug et al. Cengage Advantage Books. This is PR: The Realities of Public Relations. Wadsworth Publishing

Lattimore, Dan et al. Public Relations: The Profession and the Practice. McGraw-Hill