Number: JOUR G290  
TITLE: Introduction to Public Relations

ORIGINATOR: Gary Metzker  
EFF TERM: Fall 2017

FORMERLY KNOWN AS:  
DATE OF OUTLINE/REVIEW: 02-07-2017

CROSS LISTED COURSE:  
TOP NO: 0602.00

COURSE OUTLINE OF RECORD

SEMESTER UNITS: 3.0  
HRS LEC: 54.0  
HRS LAB: 0.0  
HRS OTHER: 0.0  
CONTACT HRS TOTAL: 54.0  
STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG DESCRIPTION:
This course covers public relations fundamentals: research, planning, communication and evaluation. Topics include targeting special publics, the use of public relations tools, developing public relations programs and the importance of social responsibility.

JUSTIFICATION FOR COURSE:  

PREREQUISITES:  
COREQUISITES:  
ADVISORIES:  
ASSIGNED DISCIPLINES:  
Journalism
Mass communication

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00  
CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[X] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X]  
LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: E

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:  

REQUIRED FOR DEGREE OR CERTIFICATE: No [X] Yes [ ]

GE AND TRANSFER REQUIREMENTS MET:  

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Identify and describe the ethical and legal responsibilities for a public relations practitioner in the 21st century.

2. Interpret the historical evolution of public relations and career opportunities in the field.

3. Distinguish and recognize the role and function of public relations in contemporary society.
4. Identify and describe basic concepts, principles, practice and profession of public relations.

COURSE OBJECTIVES:
1. Identify the role of public relations in the 21st Century.
2. Interpret and demonstrate the process of research and planning to implementation and evaluation.
3. Identify a trend and the changes that has occurred over the last 20 years.
4. Create an action plan for an event.
5. To learn to think, write and speak like a publicist.
6. To learn to identify 'news.'
7. To understand the workings of the media – and the 'new media' landscape – as the conduit to reach your target audience.
8. To better understand the impact of public relations on the news and the news on public relations.

COURSE CONTENT:

LECTURE CONTENT:

A. What is Public Relations
1. Challenge of Public Relations
2. A Variety of Definitions
3. Public Relations as a Process
4. The Components of Public Relations
5. How Public Relations Differs from Journalism
6. How Public Relations Differs from Advertising
7. How Public Relations Differs from Marketing

B. Careers in Public Relations
1. A Changing Focus in Public Relations
2. Personal Qualifications and Attitudes
3. Social Media in Action: Beyond Facebook and Twitter
4. The Value of Internships

C. The Growth of a Profession
1. A Brief History of Public Relations
2. Trends in Today’s Practice of Public Relations
3. Professionalism, Licensing, and Accreditation

D. Research and Campaign Planning
1. The Four Essential Steps of Effective Public Relations
2. Research Methods

E. Public Opinion and Persuasion
1. What Is Public Opinion
2. The Role of Mass Media
3. The Role of Conflict

F. Ethics and the Law
1. What Is Ethics
2. Professional Guidelines
3. Dealing with the News Media
4. Public Relations and the Law
5. Social Media Regulation
6. Copyright Law
7. Fair Use Versus Infringement
8. Trademark Law
9. Liability for Sponsored Events

G. The Internet and Social Media

1. The Internet
2. Webcasts, Podcasts, and Wikis

METHODS OF INSTRUCTION:

A. Lecture:
B. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments

Textbooks
Website readings
Handouts

Out-of-class Assignments

Required: Help with the planning and/or implementation of an event on campus, working with the Golden West promotions department.

Writing Assignments

Examples of assignments:

Create an action plan for a public event.

Write a paper stating whether you would prefer working in an agency or in-house department and explain why.

Develop a survey/questionnaire on safety and safety services on campus.

Interview a PR professional who has been in the business for at least four years. Write a 2-page paper.

Attend a library session to learn about data collection.

METHODS OF STUDENT EVALUATION:

Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Objective Examinations
Projects (ind/group)
Problem Solving Exercises
Oral Presentations

**Demonstration of Critical Thinking:**

Class participation, written and oral assignments, group projects, exams

**Required Writing, Problem Solving, Skills Demonstration:**

Students will write press releases, conduct interview and write papers, participate in the planning and implementation of social events on campus and do social media for the event.

**TEXTS, READINGS, AND RESOURCES:**

**TextBooks:**


**LIBRARY:**

Adequate library resources include: Print Materials
Non-Print Materials
Online Materials
Services

**Comments:**

**Attachments:**

[Attached Files]