



## COMM 2300

**Division:** Humanities

**Department:** Communication

**Course:** COMM 2300

**Title:** Introduction to Public Relations

**Catalog Description:**

This course introduces various perspectives on public relations, as manifested in the theories, methods, principles, and practices which predominate in the field. Special emphasis is placed on preparing and organizing various types of oral presentations appropriate to the field. Students registering for this course must have successfully completed or be concurrently enrolled in COMM 1020 or COMM 2110.

**General Education Requirements:** Oral Communications

**Semesters Offered:** Fall

**Credit/Time Requirement:** Credit: 3; Lecture: 3; Lab: 0

**Clock/Hour Requirements:** 0

**Offered for Non-Credit:** No

**Prerequisites:** See catalog description.

**Justification:**

Increasingly, communication professionals are required to have knowledge of public relations practices. Many higher education institutions in Utah and throughout the US offer Public Relations programs and often require an introductory course for specific majors. This course is transferable for credit.

**Student Learning Outcomes:**

Students will know the general theories, principles, ethics and practices of public relations professionals and organizations.

Students will develop an awareness of the kinds of communication activities that are commonly used by public relations professionals.

Students will believe that a strong sense of ethics of any communication professional is essential in and outside the workplace. Special emphasis will be placed on the ethical considerations of the public relations practitioner when interacting with various publics.

Students will know how to research, evaluate, interpret, and give oral presentations on current public relations theories, practices and trends. Students will know how to deal with communication apprehension effectively.

Students will be familiar with the various types of electronic and traditional media that public relations

professionals use in order to interact with their publics.

## **Content:**

The following topics will be covered in class:

- Public Relations: role, origins, theories, and current trends
- Evolving concepts of public relations
- Current research for public relations
- Characteristics of competent communication
- Ethics and laws impacting public relations
- Strategies and techniques for public relations campaigns
- Careers
- Case studies
- Communication channels and the role of the media
- Development of various media
- Writing for public relations

## **General Education Outcomes:**

3) Speak effectively in a variety of contexts.

Students have at least three formal, graded opportunities to orally present their campaigns/projects in the classroom. Students will receive specific instruction on how to organize, plan, prepare and deliver those presentations. Special emphasis will be placed on how to manage communication apprehension effectively. Each student will receive written and/or oral suggestions for improving the student's speaking, organizational, informative and/or persuasive, and contextual skills. Informal opportunities are also available within the projects, such as presenting ideas to community members.

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

The campaigns/projects and presentations will require extensive research outside of the class. Students will be encouraged to use a variety of electronic media in their research. Each student will be required to use presentation software commonly used in organizations. Students will develop and deliver information through a variety of traditional and electronic media such as websites, newsletters, press releases, and brochures demonstrating mastery.

8) Apply ethical reasoning to a variety of contexts.

Communication ethics is a major component in this course. Students are challenged to look at historical and hypothetical scenarios through an ethical standpoint. Students evaluate behaviors, policies and outcomes according to professional standards with feedback from the instructor and peers.

## **Key Performance Indicators:**

Percentages are approximate

2 projects/campaigns (minimum): 40% of the final grade

3 presentations: 50% of the final grade

Participation: 10% of the final grade

**Representative Text and/or Supplies:**

Seitel, Fraser P. *The Practice of Public Relations*. New Jersey, Prentice Hall. Current Edition.

**Optimum Class Size:** 20

**Maximum Class Size:** 24

**Signatures:**

I hereby submit this course syllabus:

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Elaine Compton, MS, Assistant Professor

I hereby find this course consistent with the goals and resources of the Communication Department:

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Elaine Compton, MS, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Humanities Division:

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Sheryl James Bodrero, PhD, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

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Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

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Michelle Olsen, MLS, Campus Librarian (Richfield Campus)