I. Catalog Description and Credit Hours of Course:

Basic principles of and the role of public relations in the strategy and marketing mix of profit and nonprofit organizations. (3 credit hours)

II. Prerequisites: MK301 Principles of Marketing with a minimum grade of ‘C’.

III. Purposes or Objectives of the Course:

A. Develop an understanding of the role of public relations as a social philosophy of management in a market-oriented economy.
B. Introduce the students to the basic function, tools, and publics of public relations practitioners.
C. Explain the relationship of public relations to the other functions of a business or not-for-profit organization.
D. Provide a sound base for further study for those who wish to enter the public relations field.

IV. Student Learning Outcomes:

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

A. identify and define the primary components of a Public Relations campaign.
B. define and explain the primary theories of Public Relations communication presented in class.
C. identify and explain the role of Public Relations in an Integrated Marketing Communications program.

V. Expectations of Students:

A. Normal expectations, including two hours spent outside of class for each hour in class.
B. Additional emphasis on class participation due to the use of cases, problems, exercises and/or projects.

VI. Course Content

<table>
<thead>
<tr>
<th>Course Content</th>
<th>Approximate Class Hours</th>
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<tbody>
<tr>
<td>A. Overview of the field of public relations</td>
<td>3.0</td>
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<tr>
<td>B. Evolution of public relations</td>
<td>1.5</td>
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<tr>
<td>C. The institutions of public relations</td>
<td>1.5</td>
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<tr>
<td>D. PR as a form of communication</td>
<td>1.5</td>
</tr>
<tr>
<td>E. PR as a marketing function</td>
<td>3.0</td>
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F. PR & ethics 3.0
G. Controls over PR 1.5
H. Campaign planning 3.0
I. PR research 1.5
J. Budgeting for public relations 1.5
K. Internal media strategy 3.0
L. External media strategy 3.0
M. Message Strategy-written 3.0
N. Message Strategy-nonverbal 3.0
O. Advertising as a tool of PR 1.5
P. Corporate communication 1.5
Q. PR in government 2.0
R. Use of PR by associations, unions & health care organizations 1.5
S. Use of PR by educational, religious & cultural institutions 1.5
T. International PR 2.5
U. Technological developments 1.5

VII. Textbooks and/or Other Required Materials or Equipment:


B. Selected References:


VIII. Basis for Student Evaluation

A. Selected class assignments such as quizzes, cases, problems, exercises, and/or projects

B. Periodic exams

C. Final exam