I. Catalog Description and Credit Hours of Course:

A survey of the public relations profession emphasizing its historical development, roles and responsibilities, functions, and career preparation expectations. 3.0 credit hours.

II. Prerequisite(s):

MC 101 Mass Communication and Society
45 hours of college-level credit

III. Purposes or Objective of the Course:

The goals of this survey class involve basic understanding rather than specific skills competencies; however, students are introduced to the guidelines that define competencies in the skills of the profession. They are expected to develop an awareness of the following:

A. the history of the evolution and development of public relations,
   its role and functions;
B. expected qualifications for various types of public relations careers,
   including through agencies, not-for-profit organizations, corporations,
   retail firms, trade associations, government and political entities;
C. legal and ethical issues in public relations;
D. communication and persuasion theories, with emphasis on their application to the public relations profession;
E. writing for various types of media;
F. media relations principles and practices;
G. the strength of diversity among internal and external publics in the global marketplace.
H. the function of public relations in integrated management and marketing;
I. crisis/issue/risk management;
J. the use of research in public relations; and
K. the anticipated future of public relations.

IV. Expectations of Students:

A. Attend all class meetings and participate in discussions.
B. Complete all assignments on time.
C. Complete all reading assignments as scheduled.

V. Course Content or Outline (Indicate number of class hours per unit or section):

A. History of the Development of the Profession (5 units)
1. 1776-1865 – foundations (Week 1)
2. 1865-1900 – national economy (Week 2)
3. 1900-1923 – regulation (Week 3; including legal issues and theory)
4. 1923-1947 – research (Week 7)
5. 1947-1954 – professionalism (Week 8; including ethical issues)
6. 1954-1990 – movements (Week 10)
7. 1990-present – global economy (Week 10)

B. Roles and Responsibilities of the Profession (4 units)
1. 1900-1923 – legal issues (Week 4)
   defamation, copyright, trademark, governmental regulations
2. 1923-1947 – early theory (Week 5)
   Hierarchy of Needs; Selective Attention, Perception and Recall;
   Cognitive Dissonance, Spiral of Silence
3. 1947-1954 – later theory (Week 6)
   Unique Selling Proposition, Diffusion of Innovations,
   Agenda-Setting, Two-Step, Global Village
4. 1908-present – ethical issues (Week 9)
   Declaration of Principles, SPJ Code of Ethics,
   PRSA Code of Ethics, IPRA Code of Ethics
5. 1990-present – global issues in the Information Age (Weeks 11-12)

C. Functions of the Profession (4 units; Weeks 13-14)
1. advertising
2. annual reports
3. appearances
4. backgrounders
5. bios
6. case histories
7. community/government affairs
8. crisis/issues/risk management
9. diversity audiences/diversity media
10. event planning
11. feature articles and query letters
12. internal relations
13. media kits
14. media lists
15. news releases and pitch letters
16. placements/endorsements
17. position papers
18. press conferences and interviews
19. promotions
20. public service
21. talking points
22. wire services
23. Web communications

D. Career Preparation and Portfolios (2 units; Week 15)

VI. Textbook(s) and/or Other Required Materials or Equipment:

Fraser P. Seitel. The Practice of Public Relations (9th ed.)

VII. Basis for Student Evaluation:
A. Examinations and quizzes
B. Take-home assignments
C. Resume