I. Catalog Description and Credit Hours of Course:

Constructing and conducting research studies, identifying public relations problems/opportunities and objectives, and applying research findings to the composition of effective strategic communications. 3.0 credit hours.

II. Prerequisite(s):

MC 301 Theory and Research of Mass Media
MC 332 Public Relations Writing and Design
45 hours of college-level credit

III. Purposes or Objective of the Course:

Students should develop an operational mastery of the following skills:

A. instrumentation for various research methodologies, including but not limited to surveys and focus groups;

B. administration of instruments for various research methodologies, including but not limited to surveys and focus groups;

C. data analysis of findings from various research methodologies, including but not limited to surveys and focus groups;

D. application of findings in the composition of strategically appropriate public relations communications, including but not limited to printed communications and talking points for interviews and press conferences.

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. Research (6 units; Weeks 1, 2, 4, 6, 8 and 10)
   1. instrumentation
   2. administration
   3. data analysis
B. Strategy (6 units; Weeks 3, 5, 7, 9, 11 and 15)
   1. strategies and tactics
   2. slogans and themes
   3. publicity angles
   4. talking points for interviews and press conferences
   5. event planning
   6. business communications
   7. Web communications

C. Client proposals (3 units; Weeks 12-14)
   1. situation analysis
   2. problems and opportunities
   3. objectives
   4. plans of action
   5. modes of evaluation
   6. budgets

VI. Textbook(s)


   Dennis L. Wilcox and Glen T. Cameron. Public Relations Strategies and Tactics

VII. Basis for Student Evaluation:

   A. Research instrumentation, administration and analysis

   B. Composition of strategic communications

   C. Composition of client proposals