COURSE SYLLABUS FORMAT
Southeast Missouri State University

Department of Communication Course No. MC 434
Title of Course: Public Relations Campaigns Revision 2006 New

I. Catalog Description and Credit Hours of Course:

Planning and analysis of actual and proposed campaigns to solve public relations problems through agencies, not-for-profit organizations, corporations, retail firms, trade associations, government and political clients and employers. 3.0 credit hours.

II. Prerequisite(s):

MC 332 Public Relations Writing and Design
MC 334 Public Relations Research and Strategy
Full admission to the mass communication major or minor
75 hours of college-level credit including 15 MC-prefix hours

III. Purposes or Objective of the Course:

Using case studies as the basis for studying the techniques of problem-solving in public relations, this course provides extensive experience in developing campaigns proposals. Students are expected to develop mastery of the following skills competencies:

A. preparation and presentation of written and oral proposals addressing such aspects of public relations as internal, marketing, political/government, development, and crisis/issues/risk management situations;

B. attention to issues of minority audiences and minority media; and

C. adherence to the legal and ethical guidelines of the public relations profession.

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. Skills Assessment (1 unit; Week 1)

B. Case Studies Seminars (6 units; Weeks 2, 4, 6, 8, 10 and 12)
   - to include internal, marketing, political/government, development,
and crisis/issues/risk management situations, with emphasis on legal/ethical guidelines and consideration of minority audiences/media.

C. Proposal Development (6 units; Weeks 3, 5, 7, 9, 11 and 13)
- to include internal, marketing, political/government, development, and crisis/issues/risk management situations, with emphasis on legal/ethical guidelines and consideration of minority audiences/media.

D. Career Preparation and Portfolios (2 units; Weeks 14-15)

VI. Textbook(s)


Ronald D. Smith. Strategic Planning for Public Relations (2nd ed.)

VII. Basis for Student Evaluation:

A. Participation in case studies seminars

B. Preparation of written and oral proposals

C. Resume