COURSE NAME: Introduction to Public Relations

COURSE NUMBER: COM 201

CREDITS: 3

CATALOG DESCRIPTION: An overview of writing for public relation. Students will gain experience producing public relations materials such as news releases and processing the news, examination of theories of mass communication, and critical judgment of what is news are included. This course may not be sued to satisfy and English requirement, and assignments are completed using computer word processing programs. This course satisfies the computer literacy requirement of the college.

Prerequisite: ENG*101.

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):
None
Course objectives:
General Education Goals and Outcomes:
None
Course-Specific Outcomes:
  1. Understand the concept of public relations, its role in society, and basic public relations terminology;
  2. Identify what makes an item newsworthy and ways to effectively approach the media;
  3. Write basic press releases;
  4. Develop a simple publicity plan for a special event;

5. Write query letters, opinion pieces and short speeches to support public relations goals;

6. Prepare materials for organizational newsletters or brochures.

COURSE CONTENT

Introduction
- Definition of public relations
- Communication & Persuasion

The Writing Process
- Prewriting
- Writing
- Revising

Effective Writing. News and the Public Relations Writer
- Use of language
- Readability standards
- Definition of news

Writing News Releases
- Journalistic style
- Nature of leads
- Type of leads
- Writing the lead
- Inverted pyramid
- Researching information
- Defining the audience
- Developing the goal
- Writing the copy

Working with the Media & Preparing Information Kits
- Understanding media needs
- Differences among media
- Responsiveness to deadlines
- Defining the audience
- Developing the goal
- Researching information
- Organizing the elements
- Writing the copy
- Designing the elements
- Measuring results

Writing for Broadcast
- Broadcast style
- Researching information
- Defining the audience
- Developing the goal
- Writing the copy

Organizational Features. Interviewing
- Researching information
- Defining the audience

Developing the goal
Preparing for the interview
Interview etiquette
Writing the copy
Measuring results
Advocacy & Opinion. Speeches & Interviews
Researching Information
Defining the audience
Developing the goal
Selecting the format
Selecting the media
Writing the copy
Measuring results
Fliers & Brochures
Defining the audience
Developing the goal
Writing the message
Designing the publication
Producing the piece
Measuring results
Newsletters
Defining the audience
Developing the goal
Writing the message
Designing the publication
Producing the piece
Measuring results
Direct Mail Appeals
Defining the audience
Developing the goal
Writing the message
Designing the publication
Producing the piece
Measuring results