

COURSE SYLLABUS

Course Title:	Special Topics: Introduction to Public Relations	Date submitted:	Sept. 1, 2010	
Department:	Humanities			
Curriculum:	Communication			
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101)	Prerequisites:		
	Course Type:	C- or better in Composition (ENG*101)		
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio	Elective Type:	Corequisites:	
	E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science	Credit Hours:	None	
	Developmental: (yes/no)	3	None	
	Lecture:	No		
	Clinical:	3		
	Lab:	0		
	Studio:	0		
	Other:	0		
Contact Hours:	TOTAL: 3	Other Requirements:		
Class Maximum:	25	None		
Semesters Offered:	S/F/SU			
Ability-Based Education (ABE) Statement:	<p>Tunxis faculty and staff have identified a set of specific abilities (skills and knowledge) that students should develop in a successful and well-rounded education. We believe that ten of these abilities, the general-education abilities, are necessary for all students to be successful at work, in future education, and as citizens. In most college-levels course at Tunxis, students will be assessed on at least one general-education ability as well as abilities that are specific to the course. Students in professional programs will also be assessed on abilities that are important to that profession. (In some externally accredited programs, general-education abilities may not be assessed in every course, but all abilities will be assessed by the time the student completes the program.)</p> <p>On some assignments, students will receive feedback on the degree to which they have mastered certain abilities. When this happens, students will receive a rating of 1 (Not Satisfactory), 2 (Satisfactory), or 3 (Distinguished) and an explanation for the rating. The goal will be to let students know where they stand at a specific time and what they need to do in order to improve in these abilities. We are convinced that development of these abilities, and the general-education abilities in particular, is critical to students' success in all aspects of life.</p>			
Catalog Course Description:	Examines public relations as a management function in corporate, government, and nonprofit organizations. Focus is given to research, development, implementation, and evaluation of a planned communication program for internal and external publics, including promotion, media relations and special events. Using both theoretical foundations and case studies, students explore the past, present, and future roles of public relations in an organization's branding, ethics and social responsibility, and crisis management strategies.			

<p>Topical Outline: List course content in outline format.</p>	<ol style="list-style-type: none"> 1. What Is Public Relations? 2. Public Relations as a Profession 3. Research and Campaign Planning 4. Communication and Measurement 5. Public Opinion and Persuasion 6. Ethics and the Law 7. Reaching Diverse Audiences 8. The Internet and Social Media 9. Public Relations Tactics: Events and Promotion 10. Global Public Relations 11. Corporate and Entertainment Public Relations 12. Government and Nonprofit Public Relations
<p>Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p>Upon successful completion of this course, the student will be able to do the following:</p> <ol style="list-style-type: none"> 1. analyze the role of public relations in an integrated marketing communications campaign 2. define, explain, and evaluate specific public relations tools used to communicate to an organization's diverse groups of internal and external publics 3. demonstrate practical applications of public relations theories, incorporating research from appropriate academic sources using presentation software and modern technology <p>PROGRAM: <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i> <u>Business Administration Associate Degree</u></p> <p>1B. demonstrate general knowledge of business administration in the fields of management, financial accounting, marketing, business law and economics, knowledge that is requisite for a successful business career or further study in business</p> <p>4M. demonstrate the ability to integrate and apply knowledge and skills in solving real-world marketing management problems</p> <p><u>Communication Certificate</u></p> <ol style="list-style-type: none"> 2. make oral presentations using a variety of rhetorical techniques and appropriate informational technology; 4. demonstrate an understanding of the means by which humans communicate and the historical, social and political factors which shape communication 5. demonstrate effective writing skills for communication disciplines such as marketing, journalism, entertainment media, and public relations; <p>GENERAL EDUCATION: <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <ol style="list-style-type: none"> 1. <u>Communication</u> 1.2. Applies discipline-specific and/or professional techniques to communicate in assigned areas 8. <u>Citizenship, Values, and Ethics</u> 8.1 Student recognizes and appreciates the ethical dimensions of their own and others' actions, values, and responsibilities
<p>Evaluation: List how the above outcomes will be assessed.</p>	<p>Assessment will be based on the following criteria:</p> <ol style="list-style-type: none"> 1. Exams and/or quizzes 2. Written assignments and/or projects 3. Oral presentations

Instructional Resources:	Required: None Desired: None
Textbook(s)	Choose one of the following textbooks or provide alternate selection to Department Chair for approval. Public Relations: Strategies and Tactics, Study Edition, 9 th Edition; Wilcox & Cameron; Allyn & Bacon; ISBN-13: 9780205626229 THINK Public Relations, 1 st Edition; Wilcox, Cameron, Reber & Shin; Allyn & Bacon; ISBN-13: 9780205781690