



COM 241: Public Relations

This course introduces students to the principles and practices of public relations. Students review historical aspects of the discipline and the theoretical foundation that informs the practice. The course helps students identify the skills and expertise that public relations professionals develop in order to be effective for their agency, nonprofit organization, or corporation. The course examines how institutions relate to their various publics and explores traditional public relations functions such as media relations, publications, crisis communication, special events, community relations, and other areas. Course discussion addresses ethical dilemmas, 24/7 deadlines, growing global demands, and the significant effects of new technologies on the profession. This course gives students a foundation for entering careers in public relations. Prerequisite: ENG 101. Three lecture hours per week. Gen. Ed. Competencies Met: Critical Thinking, Information Literacy and Written Communication

Course Student Learning Outcomes

1. Define "public relations".
2. Explain how basic concepts of communication theory apply to public relations practice.
3. Describe historical developments that contributed to the evolution of public relations practice and identify key figures who made significant contributions to the field.
 1. Utilize research methods, program planning and evaluation techniques used by public relations professionals.
5. Examine and discuss ethical and legal issues related to public relation practice.
6. Summarize key professional standards developed to help guide contemporary practice.
7. Assess how emerging technologies and globalization are influencing public relations practice.

Credits: 3

Program: Communication