



COURSE OUTLINE : MCOMM 120

D Credit – Degree Applicable

COURSE ID 003191

Cyclical Review: MAY 2021

COURSE DISCIPLINE : MCOMM
COURSE NUMBER : 120
COURSE TITLE (FULL) : Introduction to Public Relations
COURSE TITLE (SHORT) : Intro to Public Relations
ACADEMIC SENATE DISCIPLINE: Mass Communication

CATALOG DESCRIPTION

MCOMM 120 is an introductory course designed to familiarize students to the theory and practice of public relations. Through hands-on exercises and projects, students learn about the nature and history of public relations, the tools of public relations, the ethical and legal responsibilities of a public relations practitioner, and the fundamental elements of a public relations campaign. The course is designed for students who wish to make public relations a career, untrained individuals who are currently (or plan to be) involved in publicity activities, and for all students who wish to enhance their knowledge and skills in the field of public relations.

Total Lecture Units:3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours:54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 108.00

Recommended Preparation: ENGL 100 or ESL 151.



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ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	ESL	151	Reading And Composition V	revise writing to eliminate errors in syntax, and grammatical constructions;	Yes
2	ENGL	100	Writing Workshop	proofread and edit essays for content, language, citation, and formatting problems.	Yes

EXIT STANDARDS

- 1 Use critical thinking skills to analyze news and events;
- 2 define public relations and explain its role in government, corporate and not-for-profit organizations;
- 3 explain the legal and ethical issues associated with public and media relations;
- 4 explain the historical origins and theories of the public relations profession.

STUDENT LEARNING OUTCOMES

- 1 demonstrate an understanding of the public relations profession, its history, and its legal and ethical underpinnings;
- 2 demonstrate solid public relations writing skills;
- 3 identify and explain the fundamental elements of a public relations campaign.

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	What is Public Relations? <ul style="list-style-type: none"> • The Public Relations professional • Jobs in Public Relations • The differences between public relations, marketing and advertising 	3	0	3
2	History of Public Relations <ul style="list-style-type: none"> • Edward Bernays 	5	0	5
3	The Publics in Public Relations	3	0	3
4	Communication Process <ul style="list-style-type: none"> • Models and perspectives • Written and oral 	3	0	3
5	Persuasion and Public Relations <ul style="list-style-type: none"> • Persuasive writing • Inverted pyramid format 	3	0	3



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6	Understanding and Working with the Media <ul style="list-style-type: none"> • Print • Broadcast • Social Media 	3	0	3
7	Legal and Ethical Issues <ul style="list-style-type: none"> • Ethics and social responsibility • Public Relations and the law • Establishing credibility and setting policy 	3	0	3
8	What is News? <ul style="list-style-type: none"> • Newsworthiness • Current events and public opinion 	3	0	3
9	Research and Evaluation <ul style="list-style-type: none"> • Public Relations theory • Research cycle and public opinion 	3	0	3



10	<p>Strategies and Practices</p> <ul style="list-style-type: none"> • Print News <ul style="list-style-type: none"> Release and fact sheet Media Alerts MediaAdvisories Features Photos and Graphics • Broadcast <ul style="list-style-type: none"> Public ServiceAnnouncements Radio Television Social Media • Cyber-Relations in the Digital Age <ul style="list-style-type: none"> Direct Mail Marketing Advertising - David Ogilvy • Crisis Communication and Public Relations <ul style="list-style-type: none"> Natural disasters Man-made disasters • Cross-Cultural Communication • Special Circumstances Dealing with dignitaries • The Press Conference <ul style="list-style-type: none"> Press kits Speech writing 	15	0	15
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11	The Public Relations Campaign (10 hours)	10	0	10
	<ul style="list-style-type: none"> • Setting realistic goals • Defining the audience • The budget • Developing a plan • Implementing • Evaluating <p style="text-align: right;">- Semester project</p>			
				54

OUT OF CLASS ASSIGNMENTS

- 1 reading assignments from textbook and journal articles;
- 2 write essays that respond, explain, analyze, argue, and/or evaluate a public relations concept or issue (e.g. are propaganda and public relations the same thing);
- 3 field experiences (e.g. interview a public relations practitioner);
- 4 quizzes;
- 5 journaling.

METHODS OF EVALUATION

- 1 discussions
- 2 group and oral presentations;
- 3 oral and written assignments of sufficient length and complexity to require students to demonstrate independent research, organization, critical thinking and communication skills;
- 4 quizzes;
- 5 midterm;
- 6 final exam.

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration



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Field Activities (Trips)

Guest Speakers

Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Revel Public relations writing and media techniques	Required	Pearson	8	ebook	Wilcox, Dennis L.	13:9780134010342	2016
Public relations: Strategies and tactics.	Required	Pearson	11	Print	Wilcox, Dennis L.	9780205960644	2014
Public relations: The profession and the practice	Required	McGraw-Hill	4	Print	Lattimore, Dan L.	9780073512051	2014
Public Relations	Required	Oxford University Press	2	Print	Kelleher, Tom	9780190925093	2020
Associated Press Stylebook	Required	Basic Books		Print	Associated Press	978-0-917360-69-5	2020