

## MCOMM120 : Introduction To Public Relations

### General Information

Author:	<ul style="list-style-type: none"><li>Samantha Garagliano</li></ul>
Course Code (CB01) :	MCOMM120
Course Title (CB02) :	Introduction To Public Relations
Department:	MCOMM
Proposal Start:	Spring 2025
TOP Code (CB03) :	(0606.00) Public Relations
CIP Code:	(09.0900) Public Relations, Advertising, and Applied Communication.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000266479
Curriculum Committee Approval Date:	05/22/2024
Board of Trustees Approval Date:	07/16/2024
Last Cyclical Review Date:	05/22/2024
Course Description and Course Note:	MCOMM 120 is an introductory course designed to familiarize students with 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.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Credit</li></ul>
Mode of Delivery:	
Author:	
Course Family:	

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Mass Communication</li></ul>
Alternate Discipline:	No value
Alternate Discipline:	No value

## Course Development

### Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

### Course Special Class Status (CB13)

Course is not a special class.

### Pre-Collegiate Level (CB21)

Not applicable.

### Grading Basis

- Grade with Pass / No-Pass Option

### Course Support Course Status (CB26)

Course is not a support course

## General Education and C-ID

### General Education Status (CB25)

Not Applicable

### Transferability

Transferable to CSU only

### Transferability Status

Approved

C-ID	Area	Status	Approval Date	Comparable Course
JOUR	Journalism	Pending	No value	JOUR 150 - Introduction to Public Relations

## Units and Hours

### Summary

<b>Minimum Credit Units (CB07)</b>	3
<b>Maximum Credit Units (CB06)</b>	3
<b>Total Course In-Class (Contact) Hours</b>	54
<b>Total Course Out-of-Class Hours</b>	108
<b>Total Student Learning Hours</b>	162

### Credit / Non-Credit Options

#### Course Type (CB04)

Credit - Degree Applicable

#### Noncredit Course Category (CB22)

Credit Course.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Credit Course.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

### Weekly Student Hours

	In Class
Lecture Hours	3

### Out of Class

6

### Course Student Hours

**Course Duration (Weeks)** 18

**Hours per unit divisor** 0

Laboratory Hours	0	0
Studio Hours	0	0

<b>Course In-Class (Contact) Hours</b>	
Lecture	54
Laboratory	0
Studio	0
<b>Total</b>	<b>54</b>
<b>Course Out-of-Class Hours</b>	
Lecture	108
Laboratory	0
Studio	0
<b>Total</b>	<b>108</b>

### Time Commitment Notes for Students

No value

### Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

### Pre-requisites, Co-requisites, Anti-requisites and Advisories

#### Advisory

ENGL101 - Introduction to College Reading and Composition

##### Objectives

- Read, analyze, and evaluate a variety of primarily non-fiction readings for content, context, and rhetorical merit with consideration of tone, audience, and purpose.
- Apply a variety of rhetorical strategies in writing unified, well-organized essays directed by a well-reasoned thesis statement with persuasive support.
- Develop varied and flexible strategies for generating, drafting, and revising essays.
- Analyze stylistic choices in their own writing and the writing of others.
- Write timed, in-class essays exhibiting acceptable college-level control of mechanics, organization, development, and coherence.
- Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism.
- Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.
- Proofread and edit essays for presentation so they exhibit no disruptive errors in English grammar, usage, or punctuation.

OR

#### Advisory

ESL151 - Reading And Composition V

##### Objectives

- Revise writing to eliminate errors in syntax, and grammatical constructions.

### Entry Standards

## Entry Standards

## Course Limitations

Cross Listed or Equivalent Course

## Specifications

### Methods of Instruction

Methods of Instruction                      Lecture

Methods of Instruction                      Discussion

Methods of Instruction                      Multimedia

Methods of Instruction                      Independent Study

Methods of Instruction                      Collaborative Learning

### Out of Class Assignments

- Reading assignments from textbook and journal articles
- 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)
- Field experiences (e.g. interview a public relations practitioner)
- Quizzes
- Journaling

### Methods of Evaluation

### Rationale

Activity (answering journal prompt, group activity)

Discussions

Presentation (group or individual)

Group and oral presentations

Writing Assignment

Oral and written assignments of sufficient length and complexity to require students to demonstrate independent research, organization, critical thinking and communication skills

Exam/Quiz/Test

Quizzes

Exam/Quiz/Test

Midterm

**Textbook Rationale**

No Value

**Textbooks**

Author	Title	Publisher	Date	ISBN
Wilcox, Dennis L.	Public relations: Strategies and tactics.	Pearson	2023	9780137847730
Associated Press	Associated Press Stylebook	Basic Books	2022	978-1541601659

**Other Instructional Materials (i.e. OER, handouts)**

<b>Description</b>	The Evolving World of Public Relations: Beyond the Press Release
<b>Author</b>	Rosemary Martinelli
<b>Citation</b>	<a href="https://www.merlot.org/merlot/viewMaterial.htm?id=773410806">https://www.merlot.org/merlot/viewMaterial.htm?id=773410806</a>
<b>Online Resource(s)</b>	No value

**Materials Fee**

No value

**Learning Outcomes and Objectives****Course Objectives**

Use critical thinking skills to analyze news and events.

Define public relations and explain its role in government, corporate and not-for-profit organizations.

Explain the legal and ethical issues associated with public and media relations.

Explain the historical origins and theories of the public relations profession.

**SLOs**

**Demonstrate an understanding of the public relations profession, its history, and its legal and ethical underpinnings.**

Expected Outcome Performance: 70.0

<i>MCOMM</i> Mass Communications AA	Analyze and differentiate the primary influences of dominant mass media on major cultural practices and social and political institutions
	Research and explain the historical influences of dominant communication technologies on society, culture, and human behavior.

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
	Practice ethical and responsible behavior within personal, academic, professional, social, and societal contexts; recognize and welcome diverse lifestyle choices that promote physical, intellectual, psychological, and social well-being.

**Demonstrate solid public relations writing skills.** Expected Outcome Performance: 70.0

<i>MCOMM</i> Mass Communications AA	Analyze and differentiate the primary influences of dominant mass media on major cultural practices and social and political institutions
	Research and explain the historical influences of dominant communication technologies on society, culture, and human behavior.

<i>ILOs</i> Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

**Identify and explain the fundamental elements of a public relations campaign.** Expected Outcome Performance: 70.0

<i>MCOMM</i> Mass Communications AA	Analyze and differentiate the primary influences of dominant mass media on major cultural practices and social and political institutions
	Research and explain the historical influences of dominant communication technologies on society, culture, and human behavior.

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
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## Additional SLO Information

**Does this proposal include revisions that might improve student attainment of course learning outcomes?**

Yes

**Is this proposal submitted in response to learning outcomes assessment data?**

No

**If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.**

No Value

**SLO Evidence**

No Value

## Course Content

Lecture Content

**What is Public Relations? (3 hours)**

- The Public Relations professional
- Jobs in Public Relations
- The differences between public relations, marketing and advertising

**History of Public Relations (5 hours)**

- Edward Bernays

**The Publics in Public Relations (3 hours)****Communication Process (3 hours)**

- Models and perspectives
- Written and oral

**Persuasion and Public Relations (3 hours)**

- Persuasive writing
- Inverted pyramid format

**Understanding and Working with the Media (3 hours)**

- Print
- Broadcast
- Social Media

**Legal and Ethical Issues (3 hours)**

- Ethics and social responsibility
- Public Relations and the law
- Establishing credibility and setting policy

**What is News? (3 hours)**

- Newsworthiness
- Current events and public opinion

**Research and Evaluation (3 hours)**

- Public Relations theory
- Research cycle and public opinion

**Strategies and Practices (15 hours)**

- Print News: Release and factsheet; Media Alerts; Media Advisories; Features; Photos and Graphics
- Broadcast: Public Service Announcements; Radio; Television; Social Media
- Cyber-Relations in the Digital Age: Direct Mail Marketing; Advertising - David Ogilvy
- Crisis Communication and Public Relations: Natural disasters; Man-made disasters( Cross-Cultural Communication)
- Special Circumstances Dealing with dignitaries
- The Press Conference: Press kits; Speech writing

**The Public Relations Campaign (10 hours)**

- Setting realistic goals
- Defining the audience
- The budget
- Developing a plan
- Implementing Evaluating
- Semester project

**Total hours: 54**

**Additional Information**

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

**GCC Major Requirements**

No Value

**GCC General Education Graduation Requirements**

No Value

**Repeatability**

Not Repeatable

**Justification (if repeatable was chosen above)**

No Value

**Resources**

**Did you contact your departmental library liaison?**

No

**If yes, who is your departmental library liaison?**

Jennie Quinonez-Skinner (Language Arts, Student Services)

**Did you contact the DEIA liaison?**

No

**Were there any DEIA changes made to this outline?**

No

**If yes, in what areas were these changes made:**

No Value

**Will any additional resources be needed for this course? (Click all that apply)**

No Value

**If additional resources are needed, add a brief description and cost in the box provided.**

No Value