

CUMBERLAND COUNTY COLLEGE

Course: PR 105 Introduction to Public Relations

Credits: 3

Prerequisites

CO 101

Description

Students will learn that public relations is the values-driven and strategic management of relationships with groups of people that can influence an organization's success. The course examines how organizations can ethically and systematically build productive, mutually beneficial relationships with such groups.

Learning Outcomes

At the completion of this course, students should be able to:

- Summarize the definitions of public relations
- Explain the role of ethics in public relations
- Create public relations materials
- Determine the careers/jobs in public relations
- Organize and create public relations activities

Topical Outline

- Introduction to Public Relations
- Jobs in Public Relations
- History of Public Relations
- Communication Theory and Public Opinion
- Ethics and Social Responsibility in Public Relations
- Research and Evaluation
- Planning-: The Strategies of Public Relations
- Communication: The Tactics of Public Relations
- Multimedia Message Development
- Cyber Relations in the Digital Age
- Crisis Communications
- Public Relations and Marketing
- Cross-Cultural Communications
- Public Relations and Law

Required Texts and Other Materials

Public Relations: Strategies and Tactics, 11th edition, Wilcox, Cameron & Weber.

Student Assessment

Assessment will be accomplished through class participation, papers, quizzes, journals, exams and presentations.

Academic Integrity

Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation.

Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense.

As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Available Resources

If you are having difficulty with work in this class, tutoring is available through the Success Center. If you think that you might have a learning disability, contact Project Assist at 856.691.8600, x1282 for information on assistance that can be provided to eligible students.

(List availability of open labs and/or writing center)

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.