
SECTION HEADING

CMST 1170: Public Relations

Description

Public Relations explores the principles, practices and ethics of strategic communication used in public relations historically and in the modern world of communication. By using an active learning approach, students will research, create and evaluate public relations messages.

Credits

3

Prerequisite

None

Corequisite

None

Topics to be Covered

1. Strategic Communication
2. The Public Relations Process
3. Mass Communication Theories
4. History of Public Relations
5. Audience Analysis
6. Ethical Communication
7. Persuasive Messaging

Learning Outcomes

1. Identify basic tools, functions, and goals of public relations and public relations campaigns both currently and through a historic perspective (MnTC 9b).
2. Analyze the role of public relations in media and culture through strategies, tactics, techniques and theories of public relations (MnTC 9a).
3. Evaluate the motivations and interests of diverse audiences when interpreting and crafting persuasive messages (MnTC 9d).
4. Discuss one's own ethical responses to public relations messages (MnTC 9a).
5. Identify common ethical and persuasive appeals in public relations messages (MnTC 9c).
6. Monitor ethical issues and legal compliance while exercising responsibility to various audiences (MnTC 9b, 9c).
7. Create strategic communication messages while applying one's own ethical views (MnTC 9a, 9c).

Credit Details

Lecture: 3

Lab: 0

OJT: 0

MnTC Goal Area(s): Goal Area 09 - Ethical and Civic Responsibility

Minnesota Transfer Curriculum Goal Area(s) and Competencies

Goal Area 09: Ethical and Civic Responsibility

- a. Examine, articulate, and apply their own ethical views.
- b. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
- c. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
- d. Recognize the diversity of political motivations and interests of others.
- e. Identify ways to exercise the rights and responsibilities of citizenship.

Transfer Pathway Competencies

1. Identify basic tools, functions and goals of public relations.

Section Heading

2. Identify strategies, tactics, techniques and theories of public relations.
3. Analyze and target messages for diverse audiences.
4. Examine the history and evolution of the public relations fields.
5. Recognize and apply the basics of a public relations campaign.
6. Explore the legal and ethical implications of public relations campaign designs.