

DMC C150: INTRODUCTION TO PUBLIC RELATIONS

Item	Value
Curriculum Committee Approval Date	12/06/2024
Top Code	060100 - Media and Communications, General
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

This introductory course provides an overview of public relations (PR) as a strategic communication discipline. Students will explore the fundamental principles and practices of PR, including media relations, crisis communication, event planning, and social media management. The course emphasizes the role of public relations in shaping public perception and fostering positive relationships between organizations and their stakeholders. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Articulate significance of public relations in organizational communication.
2. Develop press releases, media kits, and other PR materials tailored to specific audiences.
3. Demonstrate effective communication strategies in crisis situations.
4. Create and implement a basic public relations plan for an organization.
5. Critically evaluate the role of social media in contemporary public relations efforts.

Course Objectives

- 1. Understand PR Fundamentals: Define public relations and its role in strategic communication.
- 2. Develop Communication Skills: Enhance written and verbal communication skills specific to PR contexts.
- 3. Analyze Media Relations: Understand how to effectively engage with media outlets and craft compelling press materials.
- 4. Explore Crisis Management: Learn the strategies for managing crises and communicating effectively during emergencies.
- 5. Engage with social media: Analyze the impact of social media on public relations practices and learn how to utilize these platforms effectively.

Lecture Content

Introduction to Public Relations Definition, history and evolution of public relations Public relations functions and processes Career

options Ethics and legal aspects of public relations Publics and Target Audiences Primary and secondary Internal and external traditional and nontraditional Communication measurement Writing for public relations Research and organization Editing and revision Audience analysis and adaptation Persuasive messaging Press releases Media Advisories Fact sheets Media relations and communication Building relationships with journalists and media outlets Campaign planning Crafting media pitches and interviews Crisis Communication Crisis communication theories Crisis communication strategies Developing crisis communication plans Social media in public relations Role of social media in public relations Public relation strategies for social media platforms

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, discussion, written assignments, oral presentation, project, case-study, and use of social media platforms.

Reading Assignments

Weekly readings from textbooks and scholarly articles that cover key concepts, case studies, and current trends in public relations. Analysis of contemporary PR campaigns and their effectiveness. Creation of press releases and media kits based on hypothetical scenarios to develop writing skills. Research papers analyzing a public relations case study, focusing on strategy, implementation, and outcomes.

Writing Assignments

Students will complete various writing assignments, including: Press Releases: Writing effective press releases that adhere to industry standards. Media Kits: Developing comprehensive media kits that include various elements tailored to specific audiences. Research Papers: Conducting in-depth research and presenting findings in a structured academic format, reinforcing writing proficiency and critical analysis.

Out-of-class Assignments

Creation of press releases and media kits based on hypothetical scenarios to develop writing skills. Research papers analyzing a public relations case study, focusing on strategy, implementation, and outcomes.

Demonstration of Critical Thinking

Students will learn critical thinking through: Case Study Analyses: Evaluating real-world PR situations to identify strategies, successes, and failures encourages critical evaluation and problem-solving. Group Discussions: Engaging in discussions about ethical dilemmas and the impact of media decisions fosters analytical thinking and diverse perspectives. Reflection Papers: Writing reflections on course content and its application to real-world scenarios enhances critical analysis and personal insight.

Required Writing, Problem Solving, Skills Demonstration

Students will complete various writing assignments, including: Press Releases: Writing effective press releases that adhere to industry standards. Media Kits: Developing comprehensive media kits that include various elements tailored to specific audiences. Research Papers: Conducting in-depth research and presenting findings in a structured academic format, reinforcing writing proficiency and critical analysis. Students will demonstrate problem-solving skills through: Crisis Management Simulation: Participating in a crisis communication

exercise where they must develop and present strategies in real-time.

PR Campaign Planning: Creating a detailed public relations plan, requiring students to identify objectives, target audiences, strategies, and evaluation metrics, simulating real-world planning processes.

Eligible Disciplines

Communication studies (speech communication): Master's degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelor's degree in any of the above AND master's degree in drama/ theater arts, mass communication, or English OR the equivalent. Master's degree required. Journalism: Master's degree in journalism or communication with a specialization in journalism OR bachelor's degree in either of the above AND master's degree in English, history, communication, literature, composition, comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent. Master's degree required. Mass communication: Master's degree in radio, television, film, mass communication, or journalism OR bachelor's degree in any of the above AND master's degree in drama/theater arts, communication, communication studies, business, telecommunications, or English OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Wilcox, D.. Public Relations: Strategies and Tactics, 12 ed. Pearson, 2023 2. Required Zapala, J., D'Angelo, A.. Public Relations Writing Worktext: A Practical Guide for the Profession., 4th ed. Routledge, 2025