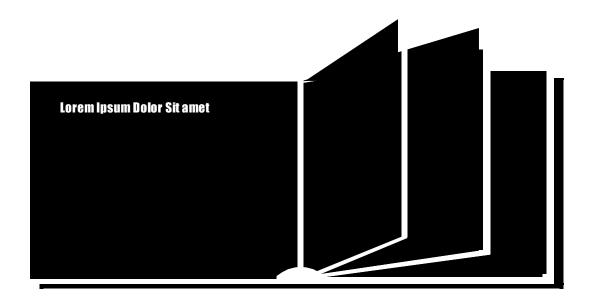
THREE RIVERS COMMUNITY COLLEGE MARKETING PROGRAM



PUBLIC RELATIONS BMK 235 - 3 CREDITS

ON-LINE COURSE OF STUDY OUTLINE SPRING, 2016

CRN# 12731 **PROFESSOR: IRENE W. CLAMPET**

OFFICE PHONE: (860) 215-9414 (VOICE MAIL) <u>E-MAIL:</u> iclampet@trcc.commnet.edu

OFFICE: ROOM # C 126 OFFICE HOURS: <u>TUESDAYS AND THURSDAYS</u>: <u>12:30 - 2:00PM</u> OR BY APPOINTMENT

COURSE DESCRIPTION:

A study of the principles and practices of modern public relations as they apply to profit making and not for profit organizations. Students study a practical approach to the methods of establishing and maintaining positive relationships between an organization and its stakeholders. These stakeholders or "publics" include customers, employees, competitors, stockholders, vendors, government agencies, and society in general. Topics include special events planning, media relations planning and effective communications. Ethical and social responsibility and negative publicity are also discussed. Students demonstrate their learning by developing a public relations campaign.

REQUIRED TEXT:

Seitel, Fraser: <u>THE PRACTICE OF PUBLIC RELATIONS</u>: 12TH edition. Pearson Higher Education (Prentice Hall), New Jersey: 2014. **ISBN # 13: 978-0-13-308357-6** ADDITIONAL READINGS MAY BE **PROVIDED BY THE INSTRUCTOR**:

COURSE OUTCOMES:

Utilizing various learning activities, the students will be able to demonstrate the following skills and learning outcomes by the completion of this course of study:

- a. demonstrate a mastery of the basic principles, concepts and terminology of today's public relations strategy through projects, assignments, discussions and testing;
- b. develop an awareness of the importance of public relations as a form of integrated marketing communications;
- c. develop an understanding of the interrelationship between public relations and other forms of marketing promotion;
- d. be able to use specific public relations "tools" (including media) to address an organization's diverse groups of stakeholders;
- e. utilize the Internet and Social Media for research in public relations including research into public relations positions and career opportunities.

COURSE REQUIREMENTS:

The student will be responsible for assigned textbook readings, Case Studies analysis, Two Exams and a PUBLIC RELATIONS PROJECT.

***The term project will consist of the development of a complete public relations campaign utilizing learnings from the course.

*** Specific requirements will be posted in a separate file on the COURSE CONTENT Page.

<u>ALSO:</u> Use of current public relations examples is highly recommended. The student is encouraged to reference pertinent examples in their case analyses throughout the term to illustrate elements of public relations currently studied.

<u>GRADING POLICY:</u> The final grade will consist of the following factors:

Analysis and Discussions of 5 Text Cases (Assignments):		50%
*****(Only the best 4 will be	counted)	
Two Exams (Assessments):	(20% each)	40%
Public Relations Project		<u>10%</u>
		100%

***5 cases will be assigned. One case grade will be dropped.

If you miss one case, that will result in a zero. That will be the one that is dropped.

CASE ASSIGNMENTS, TERM PROJECT DATES AND EXAM INFORMATION WILL ALSO BE POSTED SEPARATELY ON THE HOME PAGE:

<u>NOTE:</u> Weeks run Thursdays to Wednesdays

NOTE WELL: DUE DATES

Case Analyses, Discussions and Exams Due Dates:

1. Case # 1	Due Wed, February 3, 2016
2. Case # 2	Due Wed, February 24, 2016
3. Case # 3	Due Wed, March 9, 2016
4. Case # 4	Due Wed, April 6, 2016
5. Case #5	Due Wed, April 20, 2016
Midterm Exam:	Available: Monday, March 14 th-
	Monday, March 21st, 2016
Final Exam:	Available: Thursday, May 5 th - Wednesday,
	May 11 th , 2016
Public Relations Campaig	gn: Due MONDAY, May 2nd, 2016

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TEXT: The Practice of Public Relations, 12th ED.	by Fraser Seitel
WEEK SEQUENCE OF TOPICS	CHAPTERS
*****NOTE: We are skipping some chapters, refer to the list of cha	pters on the right side.
1 Defining Public Relations The History and Growth of Public Relations	1 2
2 Communication	3
3 Public Opinion	4
4 Management	5
5 Media	9
6 Social Media	10
7 Employee Relations	11
8 Government Relations	12
9 Community Relations	13
10 International Consumer Relations	14
11 Public Relations Writing	15
12 Integrated Marketing Communications	16
13 Crisis Management	17
14 Launching a Career	18

15 SUBMISSION OF PR PROJECT

<u>Digication – TRCC Online Learning Portfolio:</u>

All students are required to maintain an online learning portfolio using a TRCC designed template. Students will upload at least one assignment from this class to Digication. Further guidance will be provided.

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DISABILITY POLICY STATEMENT:

If you have a disability that may affect your progress in this course, please meet with a Disability Service Provider (DSP) as soon as possible. Please note that accommodations cannot be provided until you provide written authorization from a DSP.

TRCC Disabilities Service Providers Counseling & Advising Office Room A-119		
Matt Liscum (860) 383-5240	 Physical Disabilities Sensory Disabilities Medical Disabilities Mental Health Disabilities 	
Chris Scarborough (860) 892-5751	 Learning Disabilities ADD/ADHD Autism Spectrum 	