

THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



PUBLIC RELATIONS
BMK 235 - 3 CREDITS

ON-LINE
COURSE OF STUDY OUTLINE
SPRING, 2014

PROFESSOR: IRENE W. CLAMPET

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OFFICE: ROOM # C 126

OFFICE HOURS: MONDAYS AND WEDNESDAYS: 12:30 - 2:00PM
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: THE PRACTICE OF PUBLIC RELATIONS: 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 later in the term.

ALSO: 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.

GRADING POLICY: The final grade will consist of the following factors:

Analysis and Discussions of 5 Text Cases (Assignments):	50%
Two Exams (Assessments): (20% each)	40%
Public Relations Project	<u>10%</u>
	100%

NOTE: Weeks run Thursdays to Wednesdays

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

NOTE WELL: DUE DATES

Case Analyses, Discussions and Exams Due Dates:

- | | |
|-------------|----------------------------|
| 1. Case # 1 | Due Wed, February 5, 2014 |
| 2. Case # 2 | Due Wed, February 26, 2014 |
| 3. Case # 3 | Due Wed, March 12, 2014 |
| 4. Case # 4 | Due Wed, April 9, 2014 |
| 5. Case #5 | Due Wed, April 23, 2014 |

Midterm Exam: Available: Thursday, March 20th -
Wednesday, March 26th, 2014

Final Exam: Available: Thursday, May 8th - Wednesday,
May 14th, 2014

Public Relations Campaign: Due MONDAY, May 5th, 2014

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 chapters on the right side.

1	Defining Public Relations	1
	The History and Growth of Public Relations	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	

Digication – TRCC Online Learning Portfolio:

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.

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	<ul style="list-style-type: none">• Physical Disabilities• Sensory Disabilities• Medical Disabilities• Mental Health Disabilities
Chris Scarborough (860) 892-5751	<ul style="list-style-type: none">• Learning Disabilities• ADD/ADHD• Autism Spectrum