

THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



PUBLIC RELATIONS
BMK 235 - 3 CREDITS

INDEPENDENT STUDY OUTLINE
SPRING, 2009

PROFESSOR: IRENE W. CLAMPET

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OFFICE: RM. # C 126

OFFICE HOURS: MONDAYS: 12:00 – 2:00 PM
WEDNESDAYS: 12 -- 1 PM (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 OR active participation in the planning and organizing of a special event.

REQUIRED TEXT:

Shelburne, Merry; **EFFECTIVE PUBLIC RELATIONS: A PRACTICAL APPROACH, 2nd edition;** Atomic Dog Publishing, Cleveland, OH: 2006.
ISBN # 1-931442-04-5

ADDITIONAL READINGS FROM THE FOLLOWING SUPPLEMENTS WILL BE PROVIDED BY THE INSTRUCTOR:

PERSPECTIVES: PUBLIC RELATIONS READINGS; Carter, Ginger, Ed.
Coursewise Publishing, Boulder, CO: 2009.

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 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 for research in public relations including research into public relations positions and career opportunities.
- f. use technology to create public relations activities including the use of the Internet presentation software and audio/video equipment.

COURSE REQUIREMENTS:

The student will be responsible for assigned readings (text and handouts), TEXT ANALYSIS, CONTENT DISCUSSIONS, CASE REVIEWS and a PUBLIC RELATIONS PROJECT.

***The term project will consist of the development of a complete public relations campaign or SPECIAL EVENT PLANNING SERVICE utilizing learning from the course.

*** Specific requirements will be discussed IN PERSON with the student.

ALSO: Use of current public relations examples is highly recommended. The student is encouraged to submit pertinent examples throughout the term to illustrate elements of public relations currently studied.

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

Analysis and Discussions of Text (25 chapters) highlighting 3-5 concepts in each chapter:	40%
Written Assignments (4): (10% each)	40%
Public Relations Project (Event Planning)	<u>20%</u>
	100%

MEETING DATES AND ASSIGNMENT DUE DATES:

Monthly meeting schedule: (All meeting are at 12 PM in Room C126)

- Wednesday, February 18th
- Wednesday, March 25th
- Wednesday, April 22nd
- Wednesday, May 13th

Assignments and due dates:

1. Assignment # 1 **Due Wednesday, February 18, 2009.**

Read text chapters 10 and 11. Complete Question #1 page 117, Question # 2 page 137, and Question #4 page 139 on a separate sheet of paper.

2. Assignment # 2 **Due Wednesday, March 25, 2009.**

Read text chapters 19-23. Do question #1 for each of the 5 chapters: Pages 225, 231, 237, 245 and 251 on separate sheets of paper.

*** For this assignment use the not-for-profit event that Michelle Obama is coming on April 11th 2009 to the Crystal Mall to speak and raise money for the "Read Across America" organization.

3. Assignment # 3 **Due Wednesday, April 22, 2009.**

Read Supplemental Case Text: Perspectives in Public Relations, pages 83-90.

Case: “Establishing Individual and Corporate Communications Standards”

Complete “Article Review Form” on case text page 203 on a separate sheet of paper.

4. Assignment #4 **Due Wednesday, May 13, 2009.**

Read Supplemental Case Text: Perspectives in Public Relations, pages 179-181.

Case: “How Cultural Factors Affect Internal and External Communications”.

Complete “Article Review Form” page 203 in case text on separate sheet of paper.

Public Relations Project

Student will contribute 8-12 hours of service to a not-for-profit organization using learnings from the course content. Special Event Planning is recommended as the focus of this project.