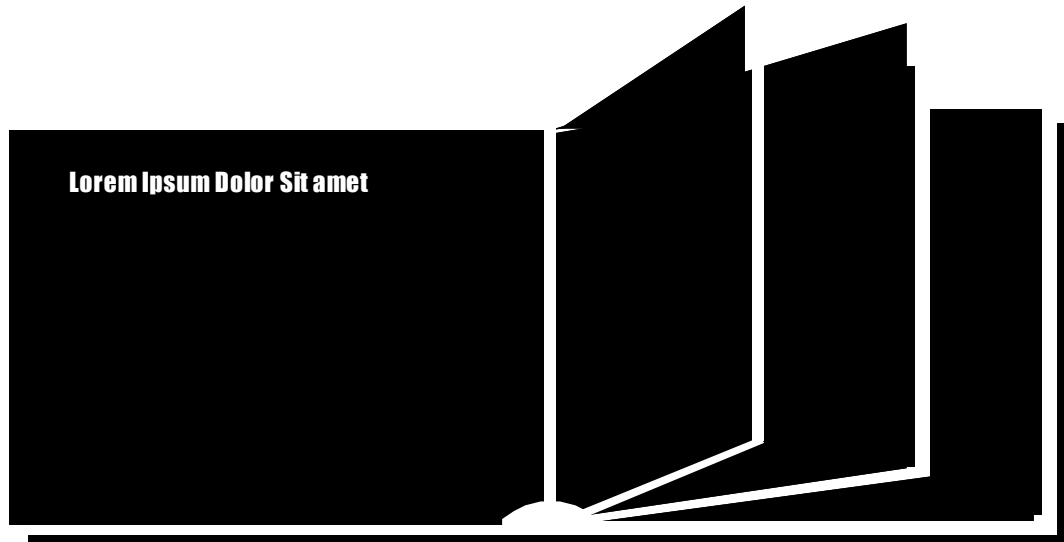


THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



PUBLIC RELATIONS
BMK 235 - 3 CREDITS

ON-LINE COURSE OF STUDY OUTLINE
SPRING, 2013
INDEPENDENT STUDY

PROFESSOR: IRENE W. CLAMPET

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OFFICE: ROOM # C 126

OFFICE HOURS: TUESDAYS AND THURSDAYS, 1:00 - 2:30PM

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: 11TH edition; Pearson Higher Education (Prentice Hall), New Jersey: 2011.

ISBN # 13: 978-0-12-608890-5

ADDITIONAL READINGS FROM WILL 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 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 Home 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:

Case Analyses, Discussions and Exams Due Dates:

1. Case # 1 Due Wed, February 6, 2013
2. Case # 2 Due Wed, February 27, 2013
3. Case # 3 Due Wed, March 13, 2013
4. Case # 4 Due Wed, April 10, 2013
5. Case #5 Due Wed, April 24, 2013

Midterm Exam: Available: Thursday, March 21st - Wednesday, March 27th, 2013

Final Exam: Available: Thursday, May 9th - Wednesday, May 15th, 2013

Public Relations Campaign Due MONDAY, May 6th, 2013

