

THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



PUBLIC RELATIONS
BMK 235 - 3 CREDITS

ON-LINE COURSE OF STUDY OUTLINE
SPRING, 2012

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, Discussions, 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 discussion posts 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 4 Text Cases (Assignments):	40%
Two Exams (Assessments): (20% each)	40%
Public Relations Project	10%
On-line Discussions (2)	<u>10%</u>
	100%

NOTE: Weeks run Fridays to Thursdays

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ASSIGNMENTS AND DISCUSSION DUE DATES AND EXAM INFORMATION WILL ALSO BE POSTED SEPARATELY ON THE HOME PAGE:

Case Analyses, Discussions and Exams Due Dates:

1. Case # 1	Due Thurs., February 2, 2012
2. Case # 2	Due Thurs., February 23, 2012
3. Case # 3	Due Thurs., March 15, 2012
4. Case # 4	Due Thurs., April 12, 2012
Discussion #1	Available Friday, Jan.27- Thursday, Feb. 9, 2012
Discussion #2	Available Friday, March 30- Thurs., April 19, 2012
Midterm Exam:	Available Friday, March 23rd-THURS., March 29 th , 2012
Final Exam:	Available Friday, May 4 th -Thurs.,May 10 th , 2012
Public Relations Campaign	Due <u>FRIDAY</u> , May 11th, 2012

TEXT: The Practice of Public Relations, 11th 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	What Is Public Relations, Anyway?	1
	The History and Growth of Public Relations	2
2	Communication	3
3	Public Opinion	4
4	Management	5
5	Media Relations/Print & Broadcast	9
6	Employee Relations	10
7	Community Relations	11
8	Government Relations	12
9	Consumer Relations	13
10	Public Relations Writing	15
	Writing for the Eye and Ear	16
11	Integrated Marketing Communications	17
12	Public Relations and Social Media	18
13	Crisis Management	19
14	Launching a Career	20
15	SUBMISSION OF PR PROJECT	