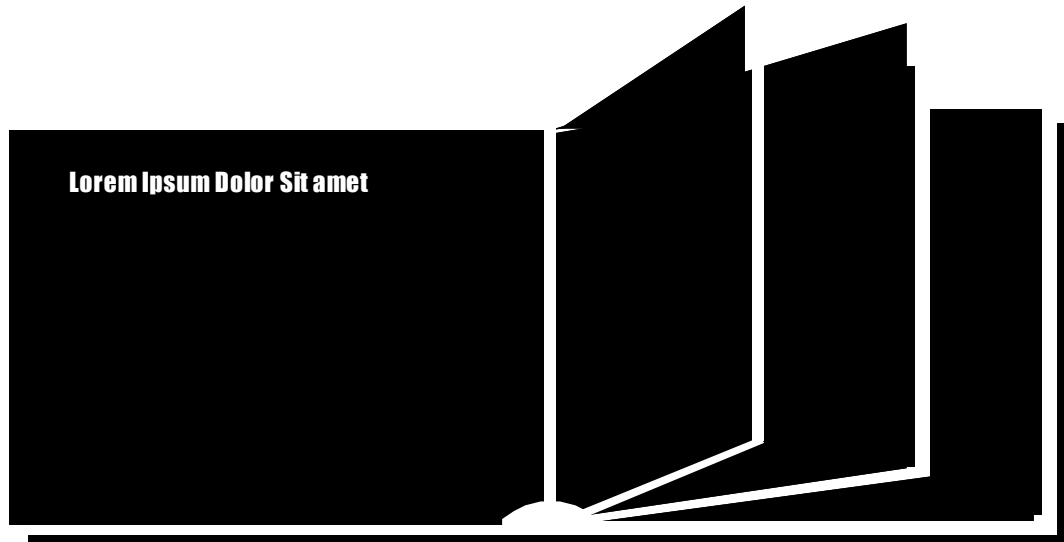


THREE RIVERS COMMUNITY COLLEGE  
**MARKETING PROGRAM**



**PUBLIC RELATIONS**  
**BMK 235 - 3 CREDITS**

**ON-LINE COURSE OF STUDY OUTLINE**  
**SPRING, 2011**

**PROFESSOR: IRENE W. CLAMPET**

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### **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 submit pertinent examples 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 Thursdays to Wednesdays.

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

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**Case Analyses, Discussions and Exams Due Dates:**

1. Case # 1	Due Wednesday, February 2, 2011
2. Case # 2	Due Wednesday, March 2, 2011
3. Case # 3	Due Wednesday, April 6, 2011
4. Case # 4	Due Wednesday, May 4, 2011
Discussion #1	Available Thursday, Jan.27- Wednesday, Feb. 9, 2011
Discussion #2	Available Thursday, March 31- Wed., April 20, 2011
Midterm Exam:	Available March 24 <sup>th</sup> -March 30 <sup>th</sup> , 2011
Final Exam:	Available May 5 <sup>th</sup> -May 11 <sup>th</sup> , 2011
Public Relations Campaign	Due Friday, May 13, 2011

**General Definition of Academic Dishonesty**

Academic Dishonesty shall in general mean conduct which has as its intent or effect the false representation of a student's academic performance, including but not limited to (a) cheating on an examination, (b) collaborating with others in work to be presented, contrary to the stated 17 rules of the course, (c) plagiarizing, including the submission of others' ideas or papers (whether purchased, borrowed, or otherwise obtained) as one's own, (d) stealing or having unauthorized access to examination or course materials, (e) falsifying records of laboratory or other data, (f) submitting, if contrary to the rules of a course, work previously presented in another course, and (g) knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

**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	PR PROJECTS	