



Middlesex Community College New Media Studies Center Initiative

Course: COM*201 Introduction to Public Relations
*The following New Media course was developed as part of
the New Media Studies Center Initiative TAACCCT Grant*

April 3, 2014

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**Middlesex Community College
COURSE PROPOSAL AND CHANGE FORM**

Proposed by John Shafer & Randi Plake – September 2013

I. Type of Change

Change to Existing Course **New Course**

II. Course Information

Course Description below EXACTLY as it would appear in the catalog description.

COM*201, Introduction to Public Relations (3 credits)

A comprehensive survey of public relations theories and practices as they function in organizations and society. The course examines the roles and responsibilities of public relations professionals and the evolution of the profession. Students study the process of public relations planning; examine the strategies and tactics used to establish and maintain positive relationships with constituents; review relevant legal and ethical concerns; and explore the practice of public relations in various contexts, including event planning, promotions, publicity, traditional media as well as new social and digital media campaigns, and crisis management. Students will apply what they have learned by developing and presenting a public relations strategic plan and other PR materials. Prerequisite: ENG 101.

Division: Humanities/Arts

Program: Communication

What term would you like this course/change to become effective? Fall 2014

Will the creation of this course have a significant impact on existing courses? Yes **No** *If yes, how?*

III. Justification for New Course or Change to Existing Course

Public Relations is a very common department at most larger organizations (including ours). Both the CT Dept. of Labor and the American Job Center Network identify the field of Public Relations as having a bright job outlook with competitive salaries. It offers some of the best job opportunities for communication and media students. *Introduction to Public Relations* is a common course in many university-level communication programs and it is a requirement in CCSU's communication program, our most popular student transfer destination. And the course is already offered at several other Connecticut community colleges including Housatonic, Manchester, and Tunxis. As a leading institution in communication and media, we should be offering it. This course usually fulfills a Humanities and/or Liberal Arts elective and is designed to fulfill the requirements of the introductory PR course offered at the Connecticut four-year universities as well as the private universities in this state.

IV. Attach Course Outline and Draft Syllabus

V. Further Course Information (FOR NEW COURSES ONLY)

All Common Course Numbering criteria have been followed in the development of this proposal. See #6 in the instructions for details. Yes. This course number matches what is already established in the system.

How frequently will the course be offered? once per year or semester, depending upon demand.

Projected enrollment? 20-30 per semester

Is this a lab or studio course (for Science and Art courses only)? Yes **No** N/A

What are the transfer possibilities of this course? *Intro to PR* is a designated transfer course in the proposed TAP Communication Pathway framework so it is intended to be accepted in communication programs at all CSU institutions and Charter Oak. It is a required course in the CCSU communication program and the established course number at MCC is already designated to meet CCSU's equivalent course (COM 234), which fulfills this requirement. *Intro to PR* is also offered at several private colleges and universities in the state including Quinnipiac University and the University of Hartford – the two most popular private college destinations for our communication students.

Financial and Physical Resources: What special rooms, equipment, A/V, library materials, new positions/salaries are needed for this course? Under the current faculty and staffing structure, this course will most likely be taught by an adjunct instructor. This would be the main expense for the course.

COURSE OUTLINE

	COM	201	Introduction to Public Relations	3	
Dept. No.	Dept. Abbr.	Course No.	Course Title	Credit(s)	
Prepared by					
	Humanities/Comm unication	Randi Plake	John Shafer	Donna Bontatibus	6/27/13
	Department	Faculty	Program Coordinator	Division Chairperson	Date
Reviewed by					
	Department	Division Chairperson	Dean	Date	

<i>Course Description</i>		
<p>COM*201 Introduction to Public Relations 3 credits</p> <p>A comprehensive survey of public relations theories and practices as they function in organizations and society. The course examines the roles and responsibilities of public relations professionals and the evolution of the profession. Students study the process of public relations planning; examine the strategies and tactics used to establish and maintain positive relationships with constituents; review relevant legal and ethical concerns; and explore the practice of public relations in various contexts, including event planning, promotions, publicity, traditional media as well as new social and digital media campaigns, and crisis management. Students will apply what they have learned by developing and presenting a public relations strategic plan and other PR materials. Prerequisite: ENG 101.</p>		
<i>General Objectives of the Course</i>		
<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> Understand the role of public relations in organizations (business, government, and nonprofit) Understand public relations terms and functions Understand the public relations strategic planning process Understand relevant legal and ethical codes, practices and concerns in the field Demonstrate practical applications of public relations theories Define and explain specific public relations tools used to communicate to an organization's internal and external publics 		
<i>Unit Number</i>	<i>Instructional Unit</i>	<i>Specific Objectives of Instructional Unit</i>
		<p>(The specific objectives reflect the behavioral outcomes, which include what the student will be able to do at the completion of the unit. Evaluation is then to be based on the student's accomplishment of these objectives. Assume that each statement is prefixed with "The student will be able to".)</p>
1	<i>Know About and How to Use PR Tools</i>	<p>Define, explain, and evaluate specific public relations tools used to communicate to an organization's diverse groups of internal and external publics.</p>

2	<i>Analyze PR as it relates to Marketing</i>	Analyze the role of public relations in an integrated marketing communications campaign.
3	<i>Apply PR Theories</i>	demonstrate practical applications of public relations theories, incorporating research from appropriate academic sources using presentation software and modern technology
4	<i>Oral presentation Skill</i>	Make oral presentations using a variety of rhetorical techniques and appropriate informational technology.
5	<i>Communication perspective</i>	Demonstrate an understanding of the means by which humans communicate and the historical, social and political factors which shape communication
6	<i>Writing Skills</i>	Demonstrate effective writing skills for communication disciplines such as marketing, journalism, entertainment media, and public relations
7	<i>Ethical and Legal Concerns</i>	Understand the relevant ethical concerns and legal issues needed to practice Public Relations in a socially responsible manner.