

Class Overview**1. Class Description (Use the SIS 400 characters from catalog description)**

EXAMINES HOW TO EFFECTIVELY DEVELOP A STRATEGIC PUBLIC RELATIONS (PR) PLAN WHILE DEVELOPING A COMPREHENSIVE PR CAMPAIGN. REVIEWS THE USE OF STRATEGIC PLANS AS ESSENTIAL COMPONENTS FOR ACHIEVING TANGIBLE RESULTS AND SUCCESS. INTRODUCES ISSUES AND CONCEPTS THAT GUIDE AN EFFECTIVE AND INFLUENTIAL PR PLAN. EXPLORES HOW TO ASSESS SITUATIONS; DEFINE OBJECTIVES; IDENTIFY AUDIENCES; AND CREATE METRICS

2. Learning Outcomes

THIS COURSE WILL HELP YOU BETTER UNDERSTAND HOW TO PREPARE A PLAN FOR AN ORGANIZATION OR BUSINESS TO DRIVE PUBLIC RELATIONS CAMPAIGNS AND PROGRAMS. THIS COURSE WILL ENABLE STUDENTS TO EFFECTIVELY DEVELOP A STRATEGIC PR PLAN AS A FINAL PROJECT IN THE COURSE

3. Assessment Components

STUDENTS WILL BE RESPONSIBLE FOR PARTICIPATING IN SEVERAL REQUIRED FORUMS, SUBMITTING SEVERAL WRITTEN ASSIGNMENTS, AND COMPLETING A PR PLAN.

4. Required Text (include ISBN, specific edition)

Strategic Communications Planning for Effective Public Relations and Marketing, by Laurie J. Wilson and Joseph D. Ogden (5 th edition)

5. Required Additional Resources and Technical Components**6. Other Class Expectations (for Classroom/Internet and Web-Based classes, specify any live (synchronous) meetings dates, times, delivery mode)**

Optional live sessions will be offered during the semester. The dates are noted on the syllabus.