UNIVERSITY of VIRGINIA | SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

>Abingdon
>Charlottesville
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Class Overview

Class Overview: General Class Information

Instructor Name: Dr. R. Kay Green

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Website: www.drkaygreen.com

Linked In: http://www.linkedin.com/in/drkaygreen

Office Hours: T-TH 3:00 – 5:00 PM EST

Subject Area and Catalog Number: Public Relations NCBM 107

Year and Term: Fall 2014

Class Title: Introduction to Public Relations

Level: Undergraduate

Credit Type: Noncredit

Class Description: Addresses the history of public relations (PR) and examines how PR is practiced today. Reviews key elements of the PR process and introduces ethical/legal issues. Introduces a four-step process to create an effective PR planning model that includes goals, objectives, strategies, and tactics. Provides guidelines for working with the media, doing effective interviews, and responding to inquiries.

Required Text: Seitel, F. (2014).The Practice of Public Relations. 12th Ed. *Prentice Hall.* ISBN: 978-013-038-357-8

Additional Reading: Press releases found on www.prnewswire.com

Learning Outcomes: By the end of this course, each student should be able to:
1. Apply basic principles of public relations.
2. Understand basic principles involved in the public relations process.
3. Implement practical experience in analyzing public relations case studies and campaigns.
4. Synthesize principles and terms into a coherent thesis as to how these relate to the behavior of a current company or brand.
5. Analyze how companies use PR principles to promote their person or product.
6. Understand how companies manage their corporate brand.
7. Demonstrate as an aspiring PR professional, a method to respond to a PR crisis, product launch, or fluctuations in brand-marketing value.
8. Articulate, upon studying a situation, what principles of Public Relations applies to various companies and situations.

Assessment Components: There are a series of assessment components designed to help you learn the components of preparing for and planning good research. Assessment components of the course

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students will be required to complete include: assignments, case studies, projects, discussions, and the final exam.

Delivery Mode Expectations: Web-Based Course

Required Technical Resources and Technical Components:

- Computer with basic audio/video output equipment
- Internet access (broadband recommended)
- Microsoft Word