

Class Overview

1. Class Description (Use the SIS 400 characters from catalog 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.

2. Learning Outcomes

Students will understand the key elements in the practice of public relations. Each weekly assignment seeks to enhance a specific key element.

3. Assessment Components

Participation in Forums and submission of weekly assignments

4. Required Text (include ISBN, specific edition)

The Practice of Public Relations (11th edition), by Fraser P. Seitel (Prentice Hall)

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)

Participation in all Forums; optional live phone sessions available for questions and further discussions