

Class Overview

General Class Information

Instructor Name: Dr. R. Kay Green

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Office Hours: T-TH 3:00 – 5:00 PM EST

Subject Area and Catalog Number: Public Relations NCBM 123

Year and Term: Spring 2014

Class Title: Branding Through Public Relations

Level: Undergraduate

Credit Type: Noncredit

Class Description: Examines the role of public relations in defining, advancing, and defending the institutional brand. Reviews the brand imperative as a driver of effective PR within the organization. Examines two basic components of brand and their implications for PR strategy and direction. Explores the PR role in institutionalizing the brand, and three operational elements of brand that define PR practice.

Required Text: FT Press Delivers. (2011). *Powerful Social Media, Branding, PR Practices*. FT Press. 1st Ed. ISBN-13: 978-0-13-248837-2

Hendrix, Hayes, and Kumar. (2013). *Public Relations Cases*. Cengage Learning. 9th Ed. ISBN-13: 978-1-11-134442-9

Learning Outcomes: By the end of this course, each student should be able to:

1. Understand principles of branding through the public relations process.
2. Implement practical branding strategies.
3. Analyze public relations case studies and campaigns of global brands.
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 public relations principles to promote their service, product, and person.
6. Understand how companies manage their corporate brand.
7. Demonstrate as an aspiring PR professional, an effective branding method to respond to a PR crisis, product launch, or fluctuations in brand-marketing value.
8. Articulate, upon studying a situation, what principles of branding of applies to various companies and situations based on public relations campaigns.



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 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