

Montgomery County Community College
 CMS 125
 Introduction to Public Relations
 3-3-0

COURSE DESCRIPTION:

Students will learn basic concepts necessary to understand what public relations is and how it is practiced in a variety of settings. The course will begin with an examination of the theoretical and conceptual framework that supports the field of public relations. Students will then have an opportunity to apply theory to practice by helping a campus organization accomplish a public relations goal. Specific emphasis will be placed on the four step public relations process.

REQUISITES:*Previous course Requirements*

- ENG 101 English Composition I
- CMS 110 Speech Communication or CMS 120 Public Speaking*
 - * SPC 110 Speech Communication may be substituted for CMS 110
 - * SPC 120 Public Speaking may be substituted for CMS 120

Concurrent Course Requirements

None

COURSE COMMENT

Although no longer offered, SPC 111 Introduction to Speech Communication: Cross Cultural Emphasis may be substituted for either CMS 110 or CMS 120

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Examine the theoretical framework used for public relations.	Assigned Readings Lecture	Written Examinations Discussion Boards
2. Discuss the wide variety of tasks performed by public relations practitioners.	Assigned Readings AV/Multimedia Materials Lecture Research Resources	Written Examinations Discussion Boards
3. Describe the four-step public relations process.	Assigned Readings AV/Multimedia Materials Lecture Research Resources Public Relations Campaign Course Project	Written Examinations Discussion Boards Problem Analysis Paper Program Plan Paper Communication and Action Plan Paper Evaluation Plan Paper

LEARNING OUTCOMES:	LEARNING ACTIVITIES	EVALUATION METHODS
4. Apply the four-step public relations process to a service learning project that requires students to work on the public relations goals of a campus organization.	Assigned Readings AV/Multimedia Materials Lecture Research Resources Public Relations Campaign Course Project	Discussion Board Problem Analysis Paper Program Plan Paper Communication and Action Plan Paper Evaluation Plan Paper
5. Differentiate between the variety of professional contexts in which public relations is practiced and the different challenges presented by each context.	Assigned Readings Lecture	Written Examinations Discussion Boards

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Definition of public relations
2. Public relations practitioner profiles
3. Differences between internal and external public relations
4. The four-step public relations process
5. Application of public relations process to the promotional goal of a campus organization
6. Ethical, legal and professional standards for the field of public relations
7. Theoretical models for the field of public relations
8. Impact of public opinion on the public relations process
9. Variety of professional contexts in which public relations is practiced
10. Practitioners from a variety of public relations departments speak to class

LEARNING MATERIALS:

Broom, Glen M., and Sha, Bey-Ling (2013). *Effective Public Relations* (11th ed.). Upper Saddle River, NJ: Pearson-Prentice Hall.

Other materials may be required and may be made available by the College's library reserve, computer network or the organization the students work with for their campaign project.

COURSE APPROVAL:

Prepared by: Tom Donlan

Date: 3/4/2008

Revised by: Tom Donlan

Date: 5/23/2013

VPAA/Provost or designee Compliance Verification:
Victoria L. Bastecki-Perez, Ed.D.

Date: 6/4/2013

Revised by: Tom Donlan

Date: 8/27/2017

VPAA/Provost or designee Compliance Verification:

Date: 10/13/2017



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.