

Montgomery County Community College
 SPC 225
 Writing for Public Relations Campaigns
 3-3-0

COURSE DESCRIPTION:

Students will receive instruction and writing practice designed to develop professional writing skills used by entry-level public relations practitioners. The course emphasizes the different approaches required for specific audiences and media, beginning with a review of the four-step public relations process. Students will then have an opportunity to practice their writing skills by designing a public relations campaign for a campus or community organization in a service-learning project.

REQUISITES:*Previous Course Requirement*

- SPC 125 Introduction to Public Relations

Concurrent Course Requirement

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES:	EVALUATION METHODS
1. Demonstrate skills essential to good writing.	Assigned Readings AV/Multimedia Materials Demonstration and Practice Lecture/Discussion Research Resources Student Presentations Service-Learning Project	Peer Edit Presentations Problem Analysis Paper Program Plan Paper Communication and Action Plan Paper Evaluation Plan Paper ePortfolio
2. Create public relations materials characterized by precision, clarity and economy.	Assigned Readings AV/Multimedia Materials Demonstration and Practice Lecture/Discussion Research Resources Student Presentations Service-Learning Project	Peer Edit Presentations Problem Analysis Paper Program Plan Paper Communication and Action Plan Paper Evaluation Plan Paper ePortfolio

LEARNING OUTCOMES	LEARNING ACTIVITIES:	EVALUATION METHODS
3. Recognize professional-quality public relations copy.	Assigned Readings AV/Multimedia Materials Demonstration and Practice Lecture/Discussion Research Resources	Peer Edit Presentations Problem Analysis Paper Program Plan Paper Communication and Action Plan Paper Evaluation Plan Paper ePortfolio
4 Design public relations materials for a client on campus or in the surrounding community in a service-learning project that uses the four-step public relations process.	Assigned Readings AV/Multimedia Materials Demonstration and Practice Lecture/Discussion Research Resources Service-Learning Project	Peer Edit Presentations Problem Analysis Paper Program Plan Paper Communication and Action Plan Paper Evaluation Plan Paper ePortfolio

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. Course Introduction
2. Review Rules of Grammar, Syntax and Punctuation
3. Review of Four-Step Public Relations Process
4. AP Style Book
5. Writing for Internet, Broadcast and Print
6. Writing Leads
7. Writing a Press Release
8. Writing Features
9. Writing Persuasive Copy
10. Writing Professional Correspondence
11. Producing Publications
12. Advertising for Public Relations
13. Writing and the Law

LEARNING MATERIALS:

2017 AP Stylebook Online. New York, NY: The Associated Press.

Wilcox, Dennis (2013). *Public Relations Writing and Media Techniques*. 7th Edition. Allyn & Bacon

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Tom Donlan Date: 11/16/2009

VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr. Date: 1/18/2010

Revised by: Tom Donlan Date: 4/27/2012

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 and Amanda Gatchet Date: 11/17/2017

VPAA/Provost or designee Compliance Verification: Date: 2/2/2018



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.