

**Course Outline for:** COMM 1113 Principles of Public Relations**A. Course Description:**

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: #9 Ethical and Civic Responsibility

The primary purpose of this course is to provide students with a general overview of the methodologies, theories, and practices of public relations. Issues of PR history, ethics, effects, and trends throughout a variety of industries will be addressed. Students are encouraged to think broadly about the globalized communication function of the field, and how mischaracterizations of public relations can be dissected and dismantled.

**B. Date last reviewed/updated:** February 2023**C. Outline of Major Content Area:**

1. Public relations role, practice, and origins
2. Public relations research, planning, monitoring, and evaluating
3. Theory, ethics, and regulation law
4. Campaign tactics, techniques, and execution
5. Audience analysis
6. Strategic management of communication channels and media
7. Crisis and credibility in public relations
8. Persuasive messaging

**D. Course Learning Outcomes:**

Upon successful completion of the course, the student will be able to:

1. Examine the history and evolution of public relations (9b)
2. Identify basic tools, functions, and goals of public relations (9b)
3. Explore the legal and ethical implications of public relations (9abc, 2abcd)
4. Recognize and apply the basics of a public relations campaign (9abc)
5. Identify strategies, tactics, techniques, and theories of public relations for various audiences and purposes (9abc, 2abcd)
6. Analyze messages for diverse audiences, including brand imaging, persuasion, message drafting, crisis management techniques, and crafting media relationships (9abc, 2abcd)

**E. Methods for Assessing Student Learning:**

Assessments methods may include, but are not limited to, the following:

Quizzes

Discussion Boards

Journals  
Application Papers  
Case Studies  
Group Assignments  
Experiential Activities

Service Learning  
Film Analysis  
Presentations  
Research Papers  
PR Campaign Analysis

**E. Special Information:**

The intent of this course is to use an active and experiential learning approach which could include individual or group-based projects.