

PUBLIC RELATIONS



Public Relations

Course Description:

This course is designed to introduce students to the principles and practices of public relations. Topics covered will include media relations, crisis communication, event planning, and brand management. Through a combination of lectures, case studies, and hands-on projects, students will develop the skills and knowledge needed to succeed in the field of public relations.

Course Goals:

- Understand the principles and practices of public relations
- Develop the skills to plan and execute effective media relations strategies
- Learn how to manage crisis communication effectively
- Gain insights into the principles of event planning and execution
- Understand the role of brand management in public relations

Course Outline:

Week 1: Introduction to Public Relations

- Overview of public relations
- The role of public relations in business and society
- Trends and challenges in the field of public relations

Week 2: Media Relations

- Developing media relations strategies
- Building relationships with journalists and media outlets
- Pitching and placing stories in the media

Week 3: Crisis Communication

- Understanding crisis communication planning and management
- Developing crisis communication strategies
- Managing crisis communication in real-time

Week 4: Event Planning

- Understanding the principles of event planning and execution
- Developing event concepts and themes
- Managing event logistics and operations

Week 5: Brand Management

- Understanding the role of brand management in public relations
- Developing and executing brand management strategies
- Measuring and evaluating brand management effectiveness

Assessment and Evaluation:

Participation and Attendance: 10%

Homework Assignments: 30%

Midterm Exam: 20%

Final Exam: 40%

Required Readings:

1. [Public Relations: Strategies and Tactics by Dennis L. Wilcox and Glen T. Cameron](#)
2. [Effective Crisis Communication: Moving from Crisis to Opportunity by Robert R. Ulmer](#)
3. [Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events by Judy Allen](#)
4. [Strategic Brand Management by Kevin Lane Keller](#)
5. [The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly by David Meerman Scott](#)
6. [Reputation Management: The Key to Successful Public Relations and Corporate Communication by John Doorley and Helio Fred Garcia](#)
7. [Event Planning and Management: A Practical Handbook for PR and Events Professionals by Ruth Dowson and David Bassett](#)
8. [Social Media and Public Relations: Eight New Practices for the PR Professional by Deirdre K. Breakenridge](#)

Course Assignments:

1. Develop a media relations plan and pitch a story to the media
2. Develop a crisis communication plan and manage a simulated crisis scenario
3. Plan and execute an event, including concept development, logistics management, and evaluation
4. Develop and execute a brand management strategy for a business

Classroom Policies:

- Attendance and participation are expected in every class.
- Late homework assignments will not be accepted without prior approval from the instructor. If you have an emergency or an unexpected situation that prevents you from completing an assignment on time, please contact the instructor as soon as possible.
- Academic dishonesty, including plagiarism and cheating, will not be tolerated and will result in a failing grade for the course. It is the responsibility of each student to ensure that their work is original and properly cited.
- Students are expected to treat each other and the instructor with respect and professionalism. Inappropriate behavior, including harassment and discrimination, will not be tolerated and may result in disciplinary action.
- Accommodations for students with disabilities are available through the Disability Services Office.

Course Resources:

- Online resources, including articles, videos, and tutorials, will be assigned throughout the course.
- Guest speakers from industry and academia will be invited to share their insights and experiences in public relations.
- The course website will include links to public relations industry resources and tools, such as industry associations, research reports, and databases.