

Minnesota State University Moorhead

MC 307: Writing for Public Relations

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A writing intensive course for students in public relations; writing projects include public relations messages shared through media platforms such as e-mail, newsletters, blogs, news releases, publication pitch letters, fact sheets, brochures, annual reports, web pages, e-blasts, tweets, speeches, podcasts, broadcasts, public service announcements, and other forms of strategic communications. This course is designed to achieve the following learning outcomes: 1) develop an ability to analyze a public relations situation; 2) develop proficiency in the composition of a public relations message targeting a specific public(s); 3) develop proficiency in using the writing style of the public relations profession; 4) develop proficiency in adapting the style and format of the PR message to fit a variety of multimedia platforms; and 5) develop proficiency in the public sharing of public relations materials using a variety of multimedia platforms.

B. COURSE EFFECTIVE DATES: 09/19/2013 - 09/08/2014

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted