

# 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