

Dakota County Technical College

MKTC 2310: Public Relations

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course explains the nature and uses of public relations as a promotional tool. Training in the writing and preparation of press releases and press kits, publicity campaigns, conduct of press conferences, and other public relations tools. Course also includes current practices and problems in the field of public relations. Emphasizes successful case histories and planning techniques.

Prerequisites: None.

B. COURSE EFFECTIVE DATES: 01/13/2003 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. define crisis management communications in public relations
2. define public relations
3. define research to formulate public relations planning
4. define the role of public relations in IMC
5. define the role that employees play in public relations
6. discuss ethics in public relations
7. discuss how existing laws affect public relations
8. discuss how to cultivate media relations
9. discuss the evolution of public relations
10. discuss the importance of photography in public relations
11. discuss the use of electronic media in public relations
12. discuss the use of print media in public relations
13. explain public opinion
14. explain the difference in public relations writing vs. business writing
15. explain the need for public relations in community diversity population
16. explain the need for public relations in consumer populations
17. explain the need for public relations in government relations
18. explain the need for public relations with investors
19. explain the role of communications in public relations
20. explain the role of management in public relations
21. explain the role of public relations on the internet
22. define methods to counter bad publicity
23. define the components of a news release
24. define the importance of strong media relations
25. define the need for objectives in creating public relations strategies
26. define the purpose of a news release
27. define the role of publicity in public relations
28. define the role public relations play in business and industry
29. define the role public relations play in non-profit agencies
30. define what a media kit is
31. discuss blogs, podcasting, and online media to reach target audience directly
32. discuss how new technology can affect the p.r. is conducted
33. discuss how planned events can bring publicity
34. discuss how to track public relations effectiveness
35. discuss how to write a news release
36. discuss positions available in the public relations industry
37. discuss the various public relations membership groups
38. discuss useful tools in public relations
39. explain how a media kit can help an organization
40. explain how a news release can help promote an organization's event
41. explain how an organization can be proactive in heading off bad publicity
42. explain how to develop a public relations plan
43. explain how to set-up a press conference
44. explain new technology affects the creation and dissemination of information for publicity

45. explain the components of a media kit
46. explain the responsibilities of public relations agencies
47. explain the role of public relations agencies
48. explain what a news release is

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted