

# Minnesota State University Moorhead

## MC 304: Public Relations Principles

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course is designed to achieve the following learning outcomes: acquire an understanding of the principles, theories and practices of public relations; develop an understanding of the four-step process and how business, government and not-for-profit organizations use it to alter, adapt to or maintain their environments to achieve organizational goals.

**B. COURSE EFFECTIVE DATES:** 03/15/1997 - 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