

# Minnesota State University Moorhead

## MC 307: Public Relations Processes

### 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: an ability to analyze a public relations situation; proficiency in the design and construction of public relations messages targeting specific publics; proficiency in adapting the message copy to fit the mediums used to transmit the message; proficiency in the design and execution of a public relations special event; and proficiency in the public sharing of public relations materials.

**B. COURSE EFFECTIVE DATES:** 03/13/1997 - 09/18/2013

### 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