

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