

Minnesota State University Moorhead

MC 375: Case Studies in Organizational 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

The course is designed to achieve the following learning outcomes; an ability to analyze an organizational public relations case study and identify the salient issues; an ability to assess the relative value of the public relations strategies and tactics employed in a case study; an ability to synthesize relationship-building communication strategies and tactics as a means of theory construction; and to develop a repertoire of strategic organizational public relations responses to problems and/or opportunities that impact the relationship between an organization and its external and/or internal publics.

B. COURSE EFFECTIVE DATES: 01/29/1999 - 03/02/2014

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