

# 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