



**M: Course Objectives / Learning Outcomes**

Upon completion of the course, successful students will be able to:

1. Explain the history, theory, and models of corporate public relations
2. Explain the role of the public relations professional in the corporate environment
3. Describe the strategies, tactics, and techniques of public relations programs
4. Develop an understanding of the various writing tasks for specific audiences and purposes
5. Develop a basic communications plan

**N: Course Content****1. Public Relations Theory**

Successful students will be able to:

- a) define public relations
- b) identify the history and evolution of public relations
- c) describe the social theories of PR theorists (Lee, Bernays, Grunig, etc.)
- d) describe communication channels (e.g., paid advertising, media relations)
- e) identify potential blocks or barriers to effective communication
- f) describe the components of the RACE and ROSIE theories
- g) describe the role of research in message development and issue identification
- h) describe different communication vehicles (e.g., brochures, videos)
- i) describe the value of strategic communication planning
- j) discuss measurement and evaluation criteria
- k) learn how to identify key audiences
- l) discuss the role of repetition in message sending

**2. Public Relations Practice**

Successful students will be able to:

- a) explain the difference between corporate image and identity
- b) explain corporate communications systems and the role of public relations specialists within the organizational environment
- c) describe public relations activities and writing tasks
- d) describe the distinctions between strategy and tactics
- e) describe strategies for managing image and reputation
- f) develop a basic communications plan
- g) understand the different components of public relations practice
- h) describe the role of internal and external communications
- i) understand the ethics, law, and responsibility of public relations

**O: Methods of Instruction**

This course is taught using a combination of lectures, creative class exercises, guest speakers, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

**P: Textbooks and Materials to be Purchased by Students**

Texts may include:

- Bivins, Thomas. *Handbook for Public Relations Writing*. NTC Business Books, 1996.  
 Seitel, Fraser. *The Practice of Public Relations*. 8th ed. Prentice Hall, 2001.

**Q: Means of Assessment**

Students are expected to be self-motivated and to demonstrate professionalism, which includes active participation, good attendance, punctuality, effective collaboration, ability to meet deadlines, presentation skills, and accurate self-evaluation.

Evaluation will be based on this general format:

Writing samples (e.g., short speech)	10%
Communications briefings	15%
Interview article and presentations	15%
Issues management / role play	15%
Case study	15%
Basic communications plan	20%
Professionalism (as defined)	10%
	100%

**R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR**

Yes.

\_\_\_\_\_  
Course Designer(s)

\_\_\_\_\_  
Education Council / Curriculum Committee Representative

\_\_\_\_\_  
Dean / Director

\_\_\_\_\_  
Registrar