

DEREE COLLEGE SYLLABUS FOR: CN 3428 PUBLIC RELATIONS TECHNIQUES											
(Updated: Fall 2020)	US CREDITS: 3/0/3 UK LEVEL: 5 UK CREDITS: 15										
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics CN 2202 Writing for the Media CN 2203 Introduction to Public Relations										
CATALOG DESCRIPTION:	Public Relations communication techniques used to reach organizational goals through various channels. Shaping messages for specific target audiences. Analysis of on-the-job situations.										
RATIONALE:	Students need to understand the elements of a public relations campaign and the role of PR practitioners. They also need to understand the strategic process behind public relations content creation and to be able to implement the communication tactics that flow from that process.										
LEARNING OUTCOMES:	After taking this course students should be able to: 1. Understand the role of the public relations practitioner as a manager and a technician. 2. Understand the ethical and legal issues relevant to public relations. 3. Demonstrate public relations-driven knowledge of communication concepts, tactics, and message formats. 4. Apply the writing skills needed to prepare a targeted media kit for a real-world organization or corporation. 5. Understand the different approaches used to communicate to targeted audiences.										
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <input type="checkbox"/> Class lectures, interactive learning (the course bridges theory and practice, and it relies heavily on discussion) video presentations and case studies discussed in class. <input type="checkbox"/> Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material. <input type="checkbox"/> Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources. <input type="checkbox"/> Hands-on workshops writing and content production, in-class feedback and reviews for PR tools development										
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>Second assessment – portfolio (presentation of project idea or case study)</td> <td>10</td> </tr> <tr> <td>Third assessment – project (online newsroom or other texts)</td> <td>60</td> </tr> <tr> <td>First assessment – midterm examination (1-hour case studies or essay-type questions)</td> <td>30</td> </tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>In-class, 30 minutes "diagnostic" test – formative</td> <td>0</td> </tr> <tr> <td></td> <td></td> </tr> </table> <p>The formative test aims to prepare students for the first assessment.</p>	Second assessment – portfolio (presentation of project idea or case study)	10	Third assessment – project (online newsroom or other texts)	60	First assessment – midterm examination (1-hour case studies or essay-type questions)	30	In-class, 30 minutes "diagnostic" test – formative	0		
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	<p>The first assessment (midterm exam) tests Learning Outcomes 2 and 3 The second assessment (portfolio) tests Learning Outcome 1. The third assessment (project) tests Learning Outcomes 1,4, and 5.</p> <p>Students are required to resit failed assessments in this module.</p>
<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>Wilcox, Dennis, L. <i>Public Relations Writing and Media Techniques</i>, 8th edition. Pearson. 2016.</p> <p>RECOMMENDED READING: Dictionaries and other writing references are indispensable.</p> <p>The Associated Press <i>Stylebook 2018 and Briefing on Media Law</i>. The Associated Press, 2019.</p> <p>Kessler, Lauren, and McDonald, Duncan. <i>When Words Collide: A Media Writer's Guide to Grammar and Style</i>, 9th ed., Wadsworth, 2016.</p> <p>Strunk, W., and E.B. White. <i>The Elements of Style</i>, 4th or latest Ed, Allyn and Bacon, 2014.</p> <p>Code of Ethics from PRSA and IABC</p> <p>The APR Study Guide for the Examination for Accreditation in Public Relations, Universal Accreditation Board, 2010, from the PRSA Web site https://www.praccreditation.org/resources/documents/apr-study-guide.pdf</p> <p>Brooks, Brian S.; Pinson, James L.; Wilson, Jean Gaddy. <i>Working with Words</i>, 8th Ed., Bedford/St. Martin's, 2013.</p> <p>Center, Allen H.; Jackson, Patrick; Smith, Stacey; Stansberry Frank. <i>Public Relations Practices</i>, 8th Ed., Prentice Hall, 2012.</p> <p>Cutlip, Scott M.; Center, Allen H.; Broom, Glen M. <i>Effective Public Relations</i>, 11th Ed., Pearson, 2012.</p> <p>Flowers, Arhlene, A. <i>Global writing for Public Relations: Connecting in English with stakeholders and publics worldwide</i>, Routledge, 2016.</p> <p>Guth, David; Marsh, Charles. <i>Public Relations: A Values Driven Approach</i>, 6th Ed., Pearson, 2017.</p> <p>Newsom, Doug; Haynes, Jim. <i>Public relations writing: Form & style, 9th Ed., Wadsworth</i>, Cengage Learning, 2011.</p> <p>Seitel, Fraser. <i>The Practice of Public Relations</i>, 13th Ed., 2017.</p> <p>Scott, David Meerman. <i>The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</i>. Wiley 6th Ed. 2017</p> <p>Tench, Ralph; Yeomans, Liz. <i>Exploring Public Relations</i>, 3rd Ed., Prentice Hall, 2017.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL:</p>

COMMUNICATION REQUIREMENTS:	Verbal presentation skills using academic/ professional English and speech skills
SOFTWARE REQUIREMENTS:	
WWW RESOURCES:	<p>PR News Sites http://www.prnewswire.com http://www.prnewsonline.com/ http://www.prweek.com O'Dwyer PR: http://www.odwyerpr.com https://www.prdaily.com/</p> <p>Public Relations Organizations Public Relations Society of America (PRSA): www.prsa.org International Association of Business Communicators www.iabc.com/</p> <p>Institute for Public Relations: http://www.instituteforpr.com</p> <p>Online Writing Lab (free) http://owl.english.purdue.edu/ www.prmuseum.com www.prfirms.org</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1.Planning and Evaluating Programs and Campaigns <ol style="list-style-type: none"> 1.1 Writing the proposal: Analysis of elements 1.2. Evaluation methods 2.The Framework of Public Relations Writing <ol style="list-style-type: none"> 2.1. The practitioner's role 2.2. Persuasive writing 2.3. Theories of communication 2.4. Factors in persuasive writing 3. Working with a Legal Framework 4. Media relations <ol style="list-style-type: none"> 4.1 Finding and making news - news values 4.2 Writing for the news media 4.3 Publicity Photos and Infographics 4.4 Working with Journalists and Bloggers 5. Digital and Social media <ol style="list-style-type: none"> 5.1 Websites, Blogs, and Podcasts 5.2 Social Media and Mobile Apps 5.3 Online newsrooms and online video 6. Addressing other audiences <ol style="list-style-type: none"> 6.1. Newsletters and brochures 6.2. Speeches and presentations 6.3. Meetings and events 6.4. Public Relations advertising 6.5. Proposals and annual reports