

DEREE COLLEGE SYLLABUS FOR: CN 3428 PUBLIC RELATIONS TECHNIQUES								
<div>Instruction hours/lab hours/ US credits: 3/0/3 UK LEVEL: 5 UK CREDITS:15</div> <div>(Updated: Fal 2025)</div>								
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 OFTEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: 📌 Class lectures, interactive learning (the course bridges theory and practice, and it relies heavily on discussion) video presentations and case studies discussed in class. 📌 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. 📌 Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources. 📌 Hands-on workshops writing and content production, in-class feedback and reviews for PR tools development							
ASSESSMENT:	Summative: <table><tr><td>First assessment – midterm examination (1-hour case studies or essay-type questions)</td><td>30</td></tr><tr><td>Second assessment – portfolio (presentation of project idea or case study)</td><td>10</td></tr><tr><td>Final assessment – project (online newsroom or other texts)</td><td>60</td></tr></table>		First assessment – midterm examination (1-hour case studies or essay-type questions)	30	Second assessment – portfolio (presentation of project idea or case study)	10	Final assessment – project (online newsroom or other texts)	60
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	<p>Formative:</p> <table border="1"> <tr> <td>In-class, 30 minutes "diagnostic" test – formative</td><td>0</td></tr> </table> <p>The formative test aims to prepare students for the first assessment.</p> <p>The first assessment (midterm exam) tests Learning Outcomes 2 and 3 The second assessment (portfolio) tests Learning Outcome 1. The final assessment (project) tests Learning Outcomes 1,4, and 5.</p> <p>Students are required to resit failed assessments in this module.</p>	In-class, 30 minutes "diagnostic" test – formative	0
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INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Wilcox, Dennis, L. <i>Public Relations Writing and Media Techniques</i>, 8th edition update. Pearson. 2021.</p> <p>RECOMMENDED READING:</p> <p>Maye, Carmen, et al. <i>Advertising and Public Relations Law</i>. 3rd ed. Routledge. 2020.</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 9th ed. 2024.</p> <p>Whitaker, Richard. <i>Media Writing</i>. Pearson. 2019.</p>		
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL:		
COMMUNICATION REQUIREMENTS:	Blackboard and an active ACG email account. High standards of oral and written English for all assignments		
SOFTWARE REQUIREMENTS:	Blackboard CMS; MSOffice		
WWW RESOURCES:	<p>http://www.prnewswire.com</p> <p>http://www.prnewsonline.com/</p> <p>http://www.prweek.com</p> <p>https://www.prdaily.com/</p> <p>Public Relations Society of America (PRSA): www.prsa.org</p> <p>European Code of Professional Conduct in Public Relations https://vibrio.eu/wp-content/uploads/2018/06/Code-de-Lisbonne.pdf Institute for Public Relations: http://www.instituteforpr.com</p>		

	Online Writing Lab (free) http://owl.english.purdue.edu/
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 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 7. Legal and Ethical Considerations in Public Relations Writing <ol style="list-style-type: none"> 7.1 Defamation, privacy, consent, copyright 7.2 Online liability 7.3 Ethical models of communication 8. Interviewing <ol style="list-style-type: none"> 8.1 Importance of interviewing 8.2 Differences between print and audiovisual 8.3 Friendly vs. adversarial