

Course Outline for: COMM 1113 Public Relations**A. Course Description:**

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: Goal #9 - Ethical and Civic Responsibility

Behind every press conference, news headline, and social media campaign is public relations at work. It shapes how organizations build relationships, communicate values, and respond to public concerns. Grounded in foundational principles and key theories, students explore its history, ethical dimensions, and evolving role across sectors. Through case studies, media strategy evaluations, and communication planning, students strengthen their critical thinking and gain practical experience essential for navigating today's complex media and public relations landscapes.

B. Date last reviewed/updated: January 2026**C. Outline of Major Content Areas:**

1. Public relations role, practice, and origins
2. Public relations research, planning, monitoring, and evaluating
3. Theory, ethics, and regulation law
4. Campaign tactics, techniques, and execution
5. Audience analysis
6. Strategic management of communication channels and media
7. Crisis and credibility in public relations
8. Persuasive messaging

D. Course Learning Outcomes:

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

1. Examine the evolution of public relations. (Goal 9b)
2. Identify the basic components of public relations. (Goal 2a, 9b)
3. Analyze the legal implications of public relations. (Goal 2a, 2c, 9b, 9c)
4. Apply diverse ethical perspectives to public relations practices. (Goal 2d, 9a, 9b, 9c)
5. Apply the foundational steps of a public relations campaign. (Goal 2a, 9a, 9b, 9c)
6. Evaluate methods of public relations for different audiences. (Goal 2a, 2b, 2c, 2d, 9b, 9c)
7. Evaluate theories of public relations for different audiences. (Goal 2a, 2b, 2c, 2d, 9b, 9c)
8. Create messages for diverse audiences (Goal 2a, 2b, 2c, 2d, 9b, 9c)

E. Methods for Assessing Student Learning:

Methods for assessment may include, but are not limited to, the following:

1. Quizzes
2. Discussions
3. Journals
4. Service learning
5. Application papers
6. Film analysis
7. Case studies
8. Presentations
9. Group assignments
10. Research papers
11. Experiential activities

F. Special Information:

None