Administrative Unit: Business Administration Department

Course Prefix and Number: MKTG 332

Course Title: Public Relations

Number of: Credit Hours: 3  Lecture Hours: 3  Laboratory Hours: 0

Catalog Description: Policies, strategies, and procedures available to an enterprise in establishing and controlling its communications with its many publics. Offered odd spring.

Prerequisite(s)/Corequisite(s): MGMT 254 or ENGL 204 and MKTG 310.

Text(s): Most current editions of the following:


Cutlip, Center, and Broom. Effective Public Relations. Prentice Hall.

Course Objectives:

• To define public relations and distinguish public relations from other management functions.
• To explain how public relations evolved in the United States.
• To describe the activities of public relations.
• To identify an organization’s key publics or target audiences.
• To describe and apply the public relations process.
• To describe the various contexts for public relations.
• To understand the legal and ethical frameworks when solving public relations problems.

Measurable Learning Outcomes:

• Create public relations materials such as press releases, reports, brochures, websites, etc., through written and oral presentations.
• Explain the role that technology plays in public relations activities within an organization.
• Explain public relations in relation to persuasion, public opinion and law.
• Critique the importance of ethics and professionalism to the public relations profession.
• Explain the nature of the public relations function in relation to the marketing and management functions.

Topical Outline (major areas of coverage):

Every Business Administration course includes a written and oral presentation component.
• Course Introduction
• The growth of PR
• The nature of communication
• Management and the PR function
• Public opinion
• Ethics
• The saw
• Research
• Print media relations
• Electronic media
• Employee relations
• Multicultural community relations
• Government relations
• Consumer relations
• Investor relations
• International relations
• Public Relations writing
• PR and technology
• PR and the fit with integrated marketing communications
• Crisis management

Recommended maximum class size for this course: 35

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Roberta Uhrig  

Name_________________________Signature_________________________

Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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