

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Introduction to Public Relations

Course Abbreviation and Number: CMM 2510

Credit Hours: 3

Course Type: Lecture

Course Description: Students will learn the definition of, theory behind, and application of public relations (PR) and will be introduced to the role public relations plays in integrated marketing campaigns. The course will include a study of the strategic PR process; research, action and planning, communication and evaluation. Students will gain practical experience in writing news releases, market research, crisis management, and creative design.

Prerequisite: ENG 1510.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Define public relations and distinguish public relations from other marketing functions
 2. Explain how public relations evolved in the United States
 3. Describe the activities of public relations – what PR people do
 4. Identify and organization’s key publics or target audiences
 5. Describe and apply the public relations process
 6. Solve public relations problems within an ethical and legal framework
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Topics Covered:

- Public Relations
 - Social
 - Ethical Base
 - Historical development
 - Professional and career issues
 - Public Relations role in branding/marketing
 - Planning Process
 - Integrated Communication
 - Elements of Public Relations
 - Publics
 - Definition & Characteristics
 - Typology & categories
 - Analysis techniques
 - Audience segmentation
 - Communicating with diverse publics
 - Planning outcomes
 - Goals
 - Positioning
 - Objectives
 - Evaluation & measurement
 - Public relations strategies
 - Proactive
 - Reactive
 - Persuasive communication
 - Models of communication
 - Ethos and source credibility, charisma and control
 - Logos and appeals to reason
 - Pathos and appeals to sentiment
 - Tactics/applications
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)

Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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Effective Date: Fall 2021