American Public University System

The Ultimate Advantage is an Educated Mind

School of Business

MKTG304
Public Relations
3 Credit Hours
8-Weeks

Prerequisite(s): None

Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

This course is an introduction to public relations, covering strategies and tactics used by public relations professionals. The course emphasizes theory and skills needed to perform in the professional arena, including an introduction to research-based public relations campaigns. A major focus of the course for the student is a "walk through" of a public relations campaign that uses a checklist approach. Moreover the course materials, assignments, learning outcomes, and expectations in this upper level undergraduate course assume that the student has completed all lower level general education and career planning coursework necessary to develop research, writing, and critical thinking skills. Students who have not fulfilled all general education requirements through courses or awarded transfer credit should strongly consider completing these requirements prior to registering for this course.

Course Scope

"Public Relations" MKTG304 provides a solid foundation in public relations by introducing students to effective public relations and preparing students and professionals to deal with the situations and arrive at the solutions that distinguish the practice.

Course Materials

All reading and course content is contained in the lessons area.

Course Objectives

LO1: Articulate the definition of public relations

LO2: Examine the source-encoder-message-decoder-receiver approach to communication in public relations.

LO3: Explain the importance of maintaining ethical standards in the area of public relations

LO4: Examine the steps used in conducting public relations research

LO5: Compare similarities and differences in communication directed towards print media, electronic media, employee relations, government relations, consumer relations, and international relations

LO6: Distinguish similarities and differences in approaches to writing when preparing messages for print versus audio.

LO7: Articulate ways the Internet influences the area of public relations

LO8: Explain the use of public relations concepts during crisis and issues management.

Course Outline

Week	Topic(s)	Learning Objective(s)
1	**What is Public Relations, Anyway?** **The Growth of Public Relations** **Communication**	LO – 1 Articulate the definition of public relations. LO – 2 Examine the source-encoder-message-decoder-receiver approach to communication in public relations.
2	**Public Opinion** **Management** **Ethics**	LO – 1 Articulate the definition of public relations. LO – 3 Explain the importance of maintaining ethical standards in the area of public relations

3	**The Law** **Research** **Print Media Relations**	**LO – 4** Describe the principles of public relations research. **LO – 5** Compare similarities and differences in communication directed towards print media, electronic media, employee relations, government relations, consumer relations, and international relations
4	**Electronic Media Relations** **Employee Relations** **Multicultural Community Relations**	**LO – 5** Compare similarities and differences in communication directed towards print media, electronic media, employee relations, government relations, consumer relations, and international relations
5	**Government Relations** **Consumer Relations** **International Relations**	**LO – 5** Compare similarities and differences in communication directed towards print media, electronic media, employee relations, government relations, consumer relations, and international relations
6	**Public Relations Writing** **Integrated Marketing Communications**	**LO – 6** Distinguish similarities and differences in approaches to writing when preparing messages for print versus audio.
7	**Public Relations and the Internet** **Crisis Management**	**LO – 7** Articulate ways the Internet influences the area of public relations **LO – 8** Explain the use of public relations concepts during crisis and issues management.
8	**Review**	

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work ina flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

> Drop/Withdrawal Policy
> Plagiarism   Policy
> Extension Process and Policy
> Disability Accommodations

Grading Scale
Please see the Student Handbook to reference the University's grading scale.

Citation and Reference Style
Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments
Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that "life happens" but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before thedue date so we can discuss the situation and determine an acceptable resolution. If arrangements

are not made in advance, a late penalty of 10% will be assessed for any assignment submitted

1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), ©

Disclaimer Statement
Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to **librarian@apus.edu**.

- ***Charles Town Library and Inter Library Loan:*** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- ***Electronic Books:*** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- ***Electronic Journals:*** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

- ⬚ ***Tutor.***com: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutoronline

24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

 🞏 *Disability Accommodations*: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (http://apus.libguides.com/index.php)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

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