

COM 301 Principles of Public Relations and Advertising

Credit Hours: 3

In-Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite. COM 205, 210, 215 or acceptance into Upper-Division major

Principles of strategic integrated communication (public relations and advertising); based on model of formative research, strategy, tactics, evaluation; exploration of public relations and advertising via theoretical base, ethical principles, social responsibilities, functions and professional aspects

Reasons for Revision:

(Fall 2005) This course was last revised in 1989. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Student Learning Outcomes:	Course Content References:	Assessment:
On completion of this course, students will be able to: 1. Articulate the background, development, functions, ethical principles, and social role of public relations	I, IV	1. Exams, papers, applied projects, oral presentations
2. Articulate the background, development, functions, ethical principles, and social role of advertising	II, IV	2. Exams, papers, applied projects, oral presentations
3. Outline theories, strategies and techniques of using persuasive communication with particular and diverse publics and audiences	V	3. Exams, papers, applied projects, oral presentations
4. Apply research and planning skills to public relations and advertising campaigns	III, V	4. Exams, papers, applied projects, oral presentations

Course Content:

I. Public Relations

- A. Social role
- B. Ethical base
- C. Historical development
- D. Professional and career issues

II. Advertising

- A. Social role
- B. Ethical base
- C. Historical development
- D. Professional and career issues

III. Planning Process

- A. Formative research
- B. Strategy
- C. Tactics
- D. Evaluative research

IV. Integrated Communication

- A. Persuasive communication
- B. Audience segmentation and diversity
- C. Media fragmentation

V. Elements of public relations

- A. Publics
 - 1. Definition & characteristics
 - 2. Typology & categories
 - 3. Analysis techniques
 - 4. Audience segmentation
 - 5. Communicating with diverse publics
- B. Planning outcomes
 - 1. Goals
 - 2. Positioning
 - 3. Objectives
 - 4. Evaluation & measurement
- C. Public relations strategies
 - 1. Proactive
 - 2. Reactive
- D. Persuasive communication
 - 1. Models of communication
 - 2. Ethos and source credibility, charisma and control
 - 3. Logos and appeals to reason
 - 4. Pathos and appeals to sentiment
- E. Tactics
 - 1. Interpersonal
 - 2. Organizational media
 - 3. News media
 - 4. Advertising/promotional media

Resources:

Classic Scholarship in the Field.

- Grunig, J. E. (Ed.). (1992). *Excellence in public relations and communication management*. Mahwah NJ: Erlbaum.
- Grunig, J. E. & Hunt, T. (1984). *Managing public relations*. New York: Holt, Rinehart, Winston.
- Marston, J. E. (1963). *The nature of public relations*. New York: McGraw-Hill.

Current Scholarship in the Field.

- Austin, E. W., & Pinkleton, B. E. (2001). *Strategic public relations management: Planning and managing effective communication programs*. Mahwah NJ: Erlbaum.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2000). *Effective public relations* (8th ed.). Upper Saddle River NJ: Prentice Hall.
- Gronstedt, A. (2000). *The customer century: Lessons from world class companies in integrated marketing and communications*. New York: Routledge.
- Harris, T. L. (2000). *Value added public relations: The secret weapon of integrated marketing*. Chicago: NTC Business.
- Hendrix, J. (2003). *Public relations cases* (6th ed.). Belmont, CA: Wadsworth.
- Kotler, P., Roberto, N., & Lee, N. (2002). *Social marketing; Improving the quality of life* (2nd ed). Thousand Oaks CA: Sage.
- Newsom, D., VanSlyke Turk, J., & Kruckeberg, D. (2003). *This is PR: The realities of public relations* (8th ed.). Belmont, CA: Wadsworth.
- Seitel, F. P. (2003). *The practice of public relations* (9th ed.). Upper Saddle River NJ: Prentice-Hall.
- Smith, R.D. (2005). *Strategic planning for public relations* (2nd). Mahwah NJ: Erlbaum.

Periodicals:

Advertising Age
Journal of Advertising Research
Journal of Public Relations Research
PR Week
Public Relations Strategist
Public Relations Tactics

Electronic and/or Audiovisual Resources

<http://www.lib.usm.edu/research/guides/apa.html> (APA Style)
www.prsa.org (Public Relations Society of America)
www.iabc.com (International Association of Business Communicators)