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.

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

Current Scholarship in the Field.

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)