

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Public Relations

COURSE NUMBER: BMK 307

PRE-REQUISITE(S): None

COURSE DESCRIPTION:

This course will introduce students to the basic principles of public relations. Upon completion, the student will understand research, how to develop a public relations plan, and how to evaluate its results. The course will also introduce students to myriad technologies utilized by today's public relations professionals. This is a marketing elective.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Defining public relations.

Learning Objectives: The student will:

- A-1 Identify the activities that make up the day-to-day life of public relations practitioners
- A-2 Develop knowledge of systems theory, situational theory and approaches to conflict resolution
- A-3 Explain how the First Amendment applies to public relations
- A-4 Indicate why research is critical, what data should be collected, and what techniques—informal and formal—can be utilized

GOAL B:

Demonstrate planning and strategy within public relations.

Learning Objectives: The student will:

- B-1 Describe the fundamental elements of public relations planning
- B-2 Describe how to construct messages and communicate them properly
- B-3 Determine how to evaluate a public relations program
- B-4 Distinguish the four dimensions that help predict what will and will not work in the practice of public relations

GOAL C:

Evaluate the emerging and changing technology environment.

Learning Objectives: The student will:

- C-1 Evaluate the new technologies of Social Media, such as blogs, and the impact of the Internet
- C-2 Express how to foster positive relationships with media professionals
- C-3 Describe the elements of a basic media relations plan
- C-4 Delineate how a crisis should be handled in the media

GOAL D:

Interpret the role of public relations in the marketing mix.

Learning Objectives: The student will:

- D-1 Interpret the nature of guerilla tactics
- D-2 Identify the nature of public affairs within non-profit and business organizations
- D-3 Differentiate between a for-profit and non-profit organization, and understand the factors for becoming a successful representative of both