

**WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION**

COURSE TITLE: Public Relations Analytics

COURSE NUMBER: COM 6300

I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Analyze a PR campaign for accountability and measurability

Learning Outcomes: The student will:

A-1. Utilize current technology tools and analyze communication data

A-2. Develop a professional public relations report using analytics information

GOAL B: Plan a PR campaign that uses data to formulate decisions