



Course Number and Title: COM 160 Introduction to Public Relations

Campus Location:

Georgetown

Effective Date:

2020-51

Prerequisite:

ENG 102, SSC 100 or concurrent

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

Course Description:

This course introduces the history, theories, ethics, and practice of public relations, including writing of public relations materials, supplemental information, and the communications planning process.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Explain the history and evolution of the public relations industry. (CCC 1, 2, 3, 5; PGC 1, 5)
2. Illustrate a fluency in the terminology and tools of the public relations industry. (CCC 1, 2, 3, 4, 5; PGC 1, 4)
3. Identify and adhere to the ethical and professional standards in the public relations field. (CCC 1, 2, 3, 4, 5; PGC 5)
4. Develop, assess, and interpret a variety of public relations materials. (CCC 1, 2, 3, 4, 5; PGC 2, 3, 4)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Explain the history and evolution of the public relations industry.
 1. Examine a variety of recognized public relations materials encompassing industry standards.
 2. Research, discuss, and analyze relevant case studies.
2. Illustrate a fluency in the terminology and tools of the public relations industry.
 1. Employ public relations industry skills used in the creation of press releases, media advisories, talking points, and oral and written media pitches.
3. Identify and adhere to the ethical and professional standards in the public relations field.
 1. Analyze the ethical and professional situations in case studies, and apply professional standards to the development of an individual code of ethics.
4. Develop, assess, and interpret a variety of public relations materials.
 1. Develop, assess, and interpret the components in a strategic communications plan.
 2. Review and analyze relevant case studies and industry examples.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Final Course Grade:

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Summative: Tests (6-10) (Equally weighted)	40%
Summative: Group project	30%
Formative: Written Assignments	20%
Formative: Class Participation	10%
TOTAL	100%

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):**COMAASCOM**

1. Analyze the impact of media on society.
2. Produce print, radio, video and web media products that meet professional standards.
3. Apply principle of design to media products.
4. Demonstrate effective professional communication skills.
5. Apply professional, ethical, and legal standards of behavior.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.