

## University of Houston-Downtown

**Course Prefix, Number, and Title:** COMM 2311: Principles of Public Relations

**Credits/Lecture/Lab Hours:** 3/3/0

**Foundational Component Area:** Component Area Option-Oral Communication Focus

**Prerequisites:** ENG 1301

**Co-requisites:** None

**Course Description:** Introduction to the techniques and methods of public relations in promoting the image of organizations, corporations, and institutions, both public and private.

**TCCNS Number:** N/A

**Demonstration of Core Objectives within the Course:**

Assigned Core Objective	Learning Outcome Students will be able to:	Instructional strategy or content used to achieve the outcome	Method by which students' mastery of this outcome will be evaluated
Critical Thinking Communication	Prepare an outline and text for presentations in which there is a clear thesis; an engaging introduction; multiple, focused supporting points; a logical and effective organization of ideas; and a conclusion that open up the argument to wider application.	Content: Preparing an outline and delivering presentations Instructional strategy: Students will prepare outlines and deliver presentations in-person to an outside community and via video recording.	Rubrics for speech presentation, formal outline/text
Critical Thinking Communication	Use and cite sources appropriately.	Content: organizing, writing, and outlining presentations Instructional strategy: Students will cite sources appropriately during presentations and in outlines using APA guidelines.	Rubric for appropriate citation usage
Critical Thinking Communication	Use research and analysis to develop an oral presentation.	Content: Evolution of public relations, research and program planning, communication Instructional strategies: Students will be instructed to work in groups and put together a PowerPoint	Midterm and final exams Students will work in groups and provide an evaluation that includes each group members' specific role in the work and

		presentation using Public Relations skills learned in the course for Crime Stoppers or another Service Learning organization or High Impact initiative.	provide self- group evaluation. The instructor will evaluate students' written and delivered presentations to an outside community and assign a grade based on a rubric that includes a measurement for the quality of research and analysis.
Critical Thinking Communication	Use nonverbal communication (gestures, dress, eye content, visuals, etc.) to reinforce communications and engage the audience.	Content: Level of visuals, points of interest, body of presentation, and engaging the audience. In chapter lectures on professionalism and ethics, types of nonverbal behavior (e.g. eye contact, hand gestures, posture, and nods for positive reinforcement) are taught. Instructional strategy: Students respond to discussion questions on nonverbal aspects of communicating in presentations.	Instructors will evaluate the student presentation and discussion questions with a rubric that includes a measurement for the student's use of nonverbal communication.
Critical Thinking Communication	Assess the impact of oral and visual communication during presentations and provide feedback.	Content: Reaching diverse audiences, evaluation, public opinion Instructional strategy: Students will give feedback to their peers using a rubric that evaluates oral and visual communication and/or provide immediate feedback on discussion questions and PowerPoint presentations.	Instructors will evaluate the quality of the feedback that is provided by the student to the speaker.
Critical Thinking Communication	Use active listening to respond to questions, summarize, clarify and facilitate understanding.	Content: Communication, listening (types, goals, barriers) Instructional strategy: Students are instructed on how to, provide Q & A time after their presentations.	Midterm and final exams  Instructors will evaluate the speaker's ability to seek clarification, provide a

		Students will participate in listening activities and provide feedback during lectures.	response, and be able to validate it.
Critical Thinking Teamwork	Identify strategies for presenting in alternative delivery situations, such as, culturally diverse audiences, teams, and distance presentations.	Content: Reaching diverse audiences (the internet and social media, preparing materials for mass media, radio/TV, meetings and events) public relations in various industries (corporations, entertainment, sports, tourism, politics and government, global public relations, non-profit, health, and education), and group communication (norms, expectations, and cohesion). Instructional strategy: Lectures, examples, discussions	Rubric for audience analysis Midterm and final exams
Personal Responsibility	Connect choices, actions, and consequences to ethical decision-making.	Content: Ethics and professionalism, ethical considerations when conducting research and designing presentations  Instructional strategy: Students watch videos and evaluate public relations ads and campaigns, which currently impact society through consequences, actions, and ethical communication.	Midterm and final exams

**Additional Course Outcomes:**

- Explain the role and functions of public relations in an industrialized society.
- Analyze the historical evolution of public relations and professional and ethical responsibilities.
- Apply public relations activity in firms, social agencies, trade organizations, government, education, sports, and entertainment.
- Interpret information on the process of public relations – research, planning, communication, evaluation-and the use of communications strategies to achieve organizational goals

- Explain how public relations, audience analysis, and persuasion theory are inextricably connected.
- Describe the practical guidelines for utilizing written, spoken, and visual techniques to reach selected audiences.

**Course Outline:**

- What is Public Relations?
- The Evolution of Public Relations.
- Ethics and Professionalism.
- Public Relations Departments and Firms.
- Research.
- Program Planning
- Evaluation
- Conflict
- New Technologies in Public Relations
- News Releases, Media Alerts, and Pitch Letters
- Radio, Television, and the Web
- Politics and Government

**Grading/Course Content which Demonstrates Student Achievement of Core Objectives:**

Course Grade            A: 90-100            B: 80-89            C: 70-79            D: 60-69            F: 0-59

<b>Summary of Course Exams, Quizzes, Activities, and Final</b>	
Online Discussion Questions	20% of the course grade
Video Group Project	30% of the course grade
Mid-term Exam	25% of the course grade
Final Exam	25% of the course grade