



ANTELOPE VALLEY COLLEGE

Academic Affairs
Course Outline of Record

Academic Affairs Only

<input type="checkbox"/>	New Course
<input type="checkbox"/>	Effective Date (for articulation)
<input checked="" type="checkbox"/>	COR Revision 4/22/2010
<input type="checkbox"/>	Pre Req/Advisories
<input checked="" type="checkbox"/>	Other Changes Hours
<input checked="" type="checkbox"/>	SLOs 3/20/2008

COURSE SUBJECT & NUMBER: COMM 215
COURSE NAME: Public Relations Communication
COURSE UNITS: 3 **COURSE HOURS:** 3 hours weekly

COURSE REQUISITES: *(Follow format of similar courses found in the college catalog.)*
Prerequisite: Completion of ENGL 101.

COURSE DESCRIPTION: *(Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description as (R#).* This course introduces theory-based communication concepts (such as Source-Message-Channel-Receiver) and presents methods for disseminating information to the public. Composition methods for print, electronic, and graphic communication media are taught. Skill in basic math computation, public speaking, art, and computer literacy are recommended. The course is applications-based and designed for students pursuing an AA degree, and/or those desiring practical public communication applications training and study. (CSU, AVC)

COURSE OBJECTIVES: *(Title 5 requires that courses show evidence of critical thinking skills. Use Bloom’s taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation)*

Upon completion of course, the successful student will be able to

1. Understand theory-based communication concepts.
2. Relate communication concepts to public relations objectives.
3. Discuss communication theory in relation to specific organizations' public information needs.
4. Research and interpret specific communication strategies applicable to diverse communication media.
5. Analyze communication methods and media to produce preferred approaches for public information communication.
6. To write print media material, including press release, backgrounder, and bio sketch.
7. Write broadcast media material, including radio and TV ad scripts, and storyboard.
8. Design and develop a point of purchase (POP) display in terms of appropriate page design and layout
9. Investigate media and production costs for a specific project and develop the costs into an acceptable budget.
10. Develop a performance and evaluation review table (PERT) for a communication plan timeline.
11. To evaluate the effectiveness of the communication plan as it is implemented as a public information strategy.
12. Write a comprehensive report of the communication plan which includes a strategy base, actual materials employed in the public information communication plan, a budget, a PERT, and research references.
13. Present the comprehensive communication plan in a 10 minute professional speech.

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COURSE CONTENT: *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Each instructor must cover all material listed below.)*

- I. The Process of Communication
 - A. Discussion of the Source-Message-Sender-Receiver communication model
 - B. Application to public information.

- II. Public Relations
 - A. Defined
 - B. Historical perspectives
 - C. Applications
 - D. Communication theory considerations

- III. Communication Media Methods and Development
 - A. Writing for print media
 - B. Writing for electronic media
 - C. Point of purchase (POP) display
 - D. Storyboard script

- IV. Developing the Public Relations Communication Plan
 - A. Researching the organizational needs and objectives
 - B. Writing the communication strategy
 - C. Developing the budget
 - D. Developing the PERT
 - E. Developing the evaluation method

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AP&P/ COR form 08-09

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TYPICAL HOMEWORK ASSIGNMENTS: (Do not include in-class work, quizzes, or tests)

This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a "Model Outline" in the AP&P Standards & Practices Handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.

1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:

Assigned readings necessary to develop the required course assignments. Course topics include communication theory, print writing, radio writing, television writing and visual design, advertising costs and budget development, and evaluation methods for public information strategies. Readings will be weekly through the term.

2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:

Writing assignments correlate to the development of the communication plan. The assignments flow from the reading assignments described in #1, above. There are four (4) weekly written assignments based on the readings.

3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:

One budget computation assignment is required to be included in the communication plan.

4. Describe other types of homework assignments that students may be asked to complete (oral presentations; special projects; visual/performing arts; etc); note if any are required:

Students will be required to employ critical thinking skills for differentiating theory and application concepts of public information strategies which will be evaluated by using standards-based criteria (e.g., is the newspaper story written in appropriate form; is the print page layout done according to visual design criteria, etc.).

Students will be required to have a basic understanding and functions of specific equipment (e.g., digital camera), as well as having the ability of uploading pictures to a computer.

Preparation for an 8 to 10 minute oral Public Relations presentation will be required of all students.

For categories 1-4 above, list the estimated hours per week it would take a student to complete assignments. Title 5 (section 55002) requires that each unit must be shown to require three hours of work per week by the student either in or out of class.

Homework formula: 3 hours of class work *times* each unit of credit *minus* classroom hours *equals* required homework hours.

Reading Assignments: 2 hrs.

Writing Assignments: 2 hrs.

Computational Assignments: 1 hr.

Other Assignments: 1 hr.

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METHODS OF INSTRUCTION: *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Lecture - utilizing varied presentation methods, e.g., TV & film, hard copy, overhead, multi-media, and the internet

Discussion -instructor with all students, and with smaller "buzz" groups, hands on, in-class production of assignments, excluding the communication plan

METHODS OF EVALUATION: *(These must be clearly related to course objectives and reflect course content and assignments in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

Objective and subjective examinations on communication and public information concepts.

Objectives 1, 2, 3, 4, 5

Instructor evaluation of assignments using standards-based criteria, e.g., is correct grammar and punctuation used, are page layouts done in the top left/bottom right format, is the TV storyboard timed to 60 seconds, etc. Objectives 6, 7, 8, 9

Communication plan presents the minimum required research references with correct MLA format for proposed methodologies. Objectives 1, 11, 12

Correct budget computations. Objective 9

Are assignment materials completed in accordance with professional media standards, e.g., newspaper style guide, public relations society media guidelines, etc. Objectives 6, 7, 8,9, 10, 11, 12, 13

Suggested Texts or Other Instructional Materials

(List several when possible; include title, author, publisher, date, and latest edition. If older than five years, provide brief rationale.)

Seitel, Fraser P. (2006). *The Practice of Public Relations*, 10th ed. Englewood Cliffs, NJ: Pearson-Prentice-Hall, Inc. (Website: My Comp Lab).