

**El Paso Community College
Syllabus
Part II
Official Course Description**

SUBJECT AREA	<u>Communication</u>
COURSE RUBRIC AND NUMBER	<u>COMM 2330</u>
COURSE TITLE	<u>Introduction to Public Relations</u>
COURSE CREDIT HOURS	<u>3 3 0</u>
	Credits Lec Lab

I. Catalog Description

Explores the history and development of public relations. Presents the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

Prerequisite: INRW 0311 or ESOL 0340 (can be taken concurrently) or by placement exam or ENGL 1301 with a “C” or better or ENGL 1302 with a “C” or better. (3:0).

II. Course Objectives

Upon satisfactory completion of the course, the student will be able to:

- A. Develop a historical sense of the development of public relations and be current with new developments.
- B. Describe the major processes and theories that undergird the practice of public relations.
- C. Identify and describe the roles played by public relations in organizations and business.
- D. Utilize skills in market/audience research and analysis.
- E. Analyze the major strategic considerations of media relations.
- F. Apply critical thinking processes involved in solving organizational problems and making public relations decisions.

III. THECB Learning Outcomes (ACGM)

Upon successful completion of this course, students will:

- 1. Demonstrate basic knowledge of public relations terms, concepts, history, and practice.
- 2. Describe various publics, media venues, and jobs associated with public relations.
- 3. Recognize PRSA code and ethical issues associated with public relations industry.
- 4. Create written elements of public relations practice.

IV. Evaluation

A. Unit Exams.....	25 %
B. Press Releases.....	25 %
C. Market Research Project and Presentation.....	25 %
D. Organizational Profile.....	15 %
E. Class Participation.....	10 %
TOTAL.....	100 %

Grading Scale:

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 and below

V. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.