

# El Paso Community College

## Syllabus

### Part II

## Official Course Description

<b>SUBJECT AREA</b>	<u>Communication</u>
<b>COURSE RUBRIC AND NUMBER</b>	<u>COMM 2330</u>
<b>COURSE TITLE</b>	<u>Introduction to Public Relations</u>
<b>COURSE CREDIT HOURS</b>	<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 %
<b>TOTAL.....</b>	<b>100 %</b>

Grading Scale:

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 and below

**V. Disability Statement (Americans 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.