WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Public Relations
COURSE NUMBER: BMK 222

I. RATIONALE:

According to The Public Relations Society of America, public relations professionals “help our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions, and by bringing the public and public policies into harmony.” Given the global reach of digital communications, public relations professionals must utilize various forms of technology. They must assume responsibility for building and maintaining an organization's image and reputation. They must also nurture relationships with the press.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Defining public relations

Learning Outcomes: The student will:

A-1 Identify the activities that make up the day-to-day life of public relations practitioners
A-2 Develop knowledge of systems theory, situational theory and approaches to conflict resolution
A-3 Understand how the First Amendment applies to public relations
A-4 Learn why research is critical, what data should be collected, and what techniques—informal and formal—can be utilized.

GOAL B: Planning and strategy

Learning Outcomes: The student will:

B-1 Describe the fundamental elements of public relations planning
B-2 Describe how to construct messages and communicate them properly
B-3 Understand how to evaluate a public relations program
B-4 Learn the four dimensions that help predict what will and will not work in the practice of public relations.

GOAL C: Technology and the Press

Syllabus is sole property of Wilmington University
Learning Outcomes: The student will:

C-1 Understand the new technologies of Social Media, such as blogs, and the impact of the Internet
C-2 Learn how to foster positive relationships with media professionals.
C-3 Describe the elements of a basic media relations plan
C-4 Delineate how a crisis situation should be handled in the media.

GOAL D:
Understand the role of public relations in the marketing mix

Learning Outcomes: The student will:

D-1 Understand the nature of guerilla tactics
D-2 Identify the nature of public affairs within non-profit and business organizations.
D-3 Differentiate between a for-profit and non-profit organization, and understand the factors for becoming a successful representative of both.