I. COURSE OBJECTIVES:

Each student will:

1. Understand the nature of the public relations unit as it relates to the organization.

2. Relate the ethics and professionalism as it applies to public relations.

3. Demonstrate an ability to do research, program planning, communication, and evaluation of and public relations unit.

4. Understand how a public relations specialist relates to public opinion, persuasion, and law.

5. Understand how the Internet and other new technologies play in the public relations role of the corporation.

6. Demonstrate the ability to assimilate and communicate knowledge, ideas, and innovations concerning the significance of public relations through written and oral presentations.