WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
COURSE SYLLABUS

FACULTY MEMBER: Leave Blank
TERM: Leave Blank
COURSE TITLE: Public Relations
COURSE NUMBER: MGT 7668
OFFICE HOURS/METHOD OF CONTACT: Leave Blank
Technical Requirements that may be required to utilize technology in this course:
● A headset or microphone.
● A webcam.

RATIONALE:
Use description from WU website: Course Descriptions

COURSE DESCRIPTION:
This course focuses on public relations and the deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and the general public.

MAJOR INSTRUCTIONAL GOALS:
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.
PROGRAM COMPETENCIES: (Intended student learning outcomes)
- Develop an understanding of contemporary leadership and management models and theories.
- Develop an understanding and the ability to apply change frameworks and models.
- Articulate personal values and goals as guideposts to personal behavior.

WILMINGTON UNIVERSITY GRADUATION COMPETENCIES: (Broad based goals)

Oral Communication
- Speak with confidence, clarity, and conciseness.
- Research, prepare, and deliver professional presentations.

Written Communication
- Write clearly, concisely and appropriately using correct English grammar, punctuation, usage, mechanics, sentence structure, and vocabulary.
- Use appropriate APA format for scholarly writing.

Disciplined Inquiry
- Use quantitative, qualitative, and scientific reasoning to solve problems.
- Exercise critical thinking strategies including reasoning, problem solving, analysis and evaluation.
- Define a problem or issue and develop questions and methods to address the problem or issue and/or create new knowledge.

Information Literacy
- Access and use information effectively, efficiently, and appropriately.
- Evaluate the quality of sources and content.
- Use technology to effectively locate and communicate information.

Ethics
- Demonstrate knowledge and application of prescribed ethical codes and/or behaviors promoted by professions.

METHODOLOGY:
A. Teaching Methods: Describe what methods will be used to convey information to students.
B. Evaluation Procedures: Describe specifically how course objectives/outcomes will be evaluated (e.g. essays, projects, discussions, quizzes/exams, etc.)
C. Major Assignments used for Outcomes Assessments: Describe any Outcomes Assessments mandated in the course. For example, Peregrine testing. Any OA assessments required should be supplied by the Chair. This is a mandatory assessment used in all sections of all courses.
COURSE SCHEDULE AND CHECKLIST:
Provide a list of assignments by week, point values, and due dates (e.g. Sunday of Week 1). For online sections, Your instructional designer can help you build this table from the Grade Center in Blackboard.