



Syllabus

BUS 203 Public Relations

General Information

Date March 20th, 2024

Department Business

Course Prefix BUS

Course Number 203

Course Title Public Relations

Dual Listing (also listed as): COM 203

Course Information

Catalog Description This survey course in Public Relations introduces students to the field of public relations. It will describe the responsibility and roles of the public relations professional in private and public companies

Credit Hours 3

Lecture Contact Hours 3

Lab Contact Hours 0

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

ENG 101

Co-requisites

None

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed categories

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

None

Course Learning Outcomes

Course Learning Outcomes

1. Explain the importance of public relations and its relationship to marketing, advertising, and promotion.
2. Describe the major functions of a public relations practitioner in the public and private sectors.
3. Identify strategies used to create messages, reach and influence select audiences (publics) in a variety of situations including crisis communication.
4. Identify and explain ethical considerations faced by public relations practitioners.

Outline of Topics Covered

1. What is public relations? 2. The History and Growth of Public Relations 3. Communications 4. Public Opinion 5. Management. 6. Ethics. 7. The Law. 8. Research. 9. Media Relations / Print and Broadcast 10. Employee Relations 11. Government Relations 12. Consumer Relations 13. Public Relations Writing 14. Integrated Marketing Communications 15. Crisis Management