



Principles of Public Relations

Westfield State College Comm 0203

Welcome to the wonderful world of public relations!!!

Public relations is all around us; in the news, in the mail, at work, at play, at home, at school, – indeed at any place or time that organizations try to connect with the publics that are important to them.

In contrast to advertising, which focuses on influencing consumer behavior, public relations focuses on establishing relationships and positive attitudes, with consumers certainly, but moreover with investors, employees, constituents, donors, volunteers, suppliers, government officials, and many more, that might affect an organization's future.

SUMMER 2010 Course Description

This online course is a broad-based exploration of the role and influence of public relations in 21st century society. In particular we shall:

- look at the theoretical, legal, and ethical foundations of public relations;
- introduce the research and evaluation practices that underpin successful public relations campaigns; and
- examine the real-world public relations challenges of business, non-profits, institutions and government agencies
- look at the impact of technology and the future of PR.

We will use readings from the text and external sources as well as videos and other presentations to support the online discussions, quizzes, and writing assignments on which the course will be assessed.

General course format and requirements

- A quick 2-day get-up-and-running unit beginning May 24
- Two units/week requiring:
 - Textbook readings
 - Online video presentations
 - Quizzes
 - Occasional unit discussions
- Participation in a weekly forum on "PR in the News": i.e., the good, the bad, the (sometimes) ugly, and the "what WERE they thinking?"
- Two or three brief writing projects
- Final project due July 6

Course text

**Public Relations,
A Values-driven Approach, 4e**
by David W. Guth & Charles Marsh

Publisher: Allyn and Bacon
Publication Date: 2009

ISBN for online editions*

ISBN-10: 0205647987

COST: \$38.80

* There are two versions: 6 months of online access from any computer or download to a single computer

Order from:

www.coursesmart.com

Multi-disciplinary Relevance

Principles of Public Relations is the foundation course for the Corporate and Public Relations concentration of the WSC Communication Department, but it is also a common elective for majors in other communication concentrations and indeed, across many disciplines.

See what previous students have to say:

“ [This] class was one of the most gratifying courses I've taken at WSC. I feel Public Relations is something every business major should be required to take, I had no idea how strong the correlation was between the two.” — *Business Management graduate '09*

“ Anyone interested in political science and public opinion should take this course in public relations in order to get a better grasp on the theory and practice behind presenting public policy or running a campaign.” — *Political Science graduate '09*

“ When you have completed this course you will have a strong understanding of how to communicate to your targeted audience as an individual, a company, or a non-profit organization. — *Communication/Political Science major '09*

For more information

E-mail: jbtreadwell@yahoo.com

Or paste the following URL into your browser for a quick audio tour of the course

<http://screencast.com/t/MzExMzZlZDgt>