WILMINGTON UNIVERSITY

CO**8**E DESCR**P**TI**Q**

This course will introduce students to the basic principles of public rela
completion, the student will understand research, how to develop a pul
and how to evaluate its results. The course will also introduce students
technologies utilized by today's public relations professionals. This is a
elective.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Defining public relations.

> **Learning Objectives:** The student will:
>
> A-1   Identify the activities that make up the day-to-day life of p
> practitioners
>
> A-2   Develop knowledge of systems theory, situational theory
> to conflict resolution
>
> A-3   Explain how the First Amendment applies to public relatic
>
> A-4   Indicate why research is critical, what data should be coll
> techniques–informal and formal–can be utilized

GOAL B:

Demonstrate planning and strategy within public relations.

> **Learning Objectives:** The student will:
>
> B-1   Describe the fundamental elements of public relations pla
>
> B-2   Describe how to construct messages and communicate t
>
> B-3   Determine how to evaluate a public relations program
>
> B-4   Distinguish the four dimensions that help predict what wil
> work in the practice of public relations

GOAL C:

Evaluate the emerging and changing technology environment.

> **Learning Objectives:** The student will:
>
> C-1   Evaluate the new technologies of Social Media, such as blogs, and the impact of the Internet
>
> C-2   Express 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 should be handled in the media

GOAL D:

Interpret the role of public relations in the marketing mix.

> **Learning Objectives:** The student will:
>
> D-1   Interpret 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