

LEARNING OUTCOMES:	LEARNING ACTIVITIES:	EVALUATION METHODS
3. Recognize professional-quality public relations copy.	Assigned Readings AV/Multimedia Materials Demonstration and Practice Lecture/Discussion Research Resources	Peer Edit Presentations Problem Analysis Paper Program Plan Paper Communication and Action Plan Paper Evaluation Plan Paper ePortfolio
4. Design public relations materials for a client on campus or in the surrounding community in a service-learning project that uses the four-step public relations process.	Assigned Readings AV/Multimedia Materials Demonstration and Practice Lecture/Discussion Research Resources Service-Learning Project	Peer Edit Presentations Problem Analysis Paper Program Plan Paper Communication and Action Plan Paper Evaluation Plan Paper ePortfolio

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Course Introduction
2. Review Rules of Grammar, Syntax and Punctuation
3. Review of Four-Step Public Relations Process
4. AP Style Book
5. Writing for Internet, Broadcast and Print
6. Writing Leads
7. Writing a Press Release
8. Writing Features
9. Writing Persuasive Copy
10. Writing Professional Correspondence
11. Producing Publications
12. Advertising for Public Relations
13. Writing and the Law

LEARNING MATERIALS:

2017

COURSE APPROVAL:

Prepared by: Tom Donlan Date: 11/16/2009

VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr. Date: 1/18/2010

Revised by: Tom Donlan Date: 4/27/2012

Revised by: Tom Donlan Date: 5/23/2013

VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D. Date: 6/4/2013

Revised by: Tom Donlan Date: 8/27/2017

VPAA/Provost or designee Compliance Verification: Date: 10/13/2017



was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.