

Course Code: COM 122 (IAI MC 913)**Course Title:** Introduction to Public Relations**Department:** Arts, Media, and Social Sciences**Effective Date:** Summer 2026**PCS Code:** 1.1 - Baccalaureate/Transfer**CIP Code:** 09.0902**Repeatability:** 0

Credit Hours

Catalog Notation: 3-0-3**Credit Hour Distribution:**

Lecture: 3

Lab: 0

Clinical: 0

Total: 3

General Course Information

Catalog Description

Overview of the practices, theories, ethics, issues, and problems of public relations. Practical applications are integrated into the course.

General Course Objectives

To understand the nature, history, and practice of the public relations profession.

Minimum Placement Levels

English	Reading	Math
Placement out of ENG 098	Placement out of CCS 098	None

Prerequisites

None

Methods of Evaluation

Midterm exam or equivalent unit exams; final exam; at least 4 written assignments with practical application as determined by instructor.

Instructional Materials and Additional Supplies

PR Principles: Current, Proven, Practical, Jamie Ward and Alia Agozzino. Stukent. eBook and simternship bundle.

Course Content

General Learning Outcomes (GLOs)

- Communication: Students will demonstrate the ability to read, write, listen, and speak effectively.
- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
History and Practice: A) Terminology, concepts, and organizational settings; B) Origins and historical context; C) Theories applicable to public relations practice; D) Issues management and crisis management; E) Legal and ethical considerations; F) Relationship building, including media relations	1. Define terminology and explain concepts regarding the historical context and origins of public relations. 2. Demonstrate knowledge of the organizational settings, decision-making roles, and relationships of public relations in private, government, corporate, and not-for-profit organizations. 3. Analyze several models of communication theory in regard to consensus, channels, open and closed systems, and information dissemination. 4. Identify concepts and processes involved in issue analysis and issues management. 5. Apply knowledge of First Amendment considerations regarding commercial speech, libel laws, and access to government information. 6. Demonstrate knowledge of relationship-building strategies with various publics, including media.	21	0	0
Campaign Development: A) Research; B) Strategic planning; C) Implementation; D) Evaluation	1. Demonstrate knowledge of various processes to develop public relations campaign strategies using electronic, spoken, and printed media.	18	0	0
Career Planning and Portfolio Development	1. Analyze and/or develop communication plans through portfolios, documented case studies, and other written and/or electronic research projects and tests. 2. Identify professional growth opportunities and codes of ethics in public relations adopted by organizations such as the Public Relations Society of America and the International Association of Business Communicators.	6	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0