

Public Relations CMS 330
Doane College, 6-10 Tuesday
Spring term 2008

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Text: The Practice of Public Relations, Fraser P. Seitel, ninth edition.

The book was selected because it deals with many current issues and its relationship to PR. The class will include oral presentations, group work and written assignments. Each chapter will be discussed in depth and related to current PR issues in government, business, media, etc. A portion of each class will be devoted to studying the economy and the stock market. Guest speakers may be brought in to discuss PR in different settings.

Week 1: Chapters 1&2, Define public relations its history and growth. Discuss the factors that influence PR, the publics, media, etc. The use of Spin will be discussed. Change, conflict confrontation and the need for PR.

Week 2: Chapters 3&4, Study the goal and theories of communication in PR. Discuss the role of management, budgeting and different models of PR. Look at the rapidity of response and dealing with the aftermath of a negative situation. Define the objectives and budgeting of PR programs.

Week 3: Chapters 5&6, Discuss the role of attitudes, public opinion and ethics in PR. Discuss how attitudes are influenced and changed. Study the steps necessary to polish the corporate image. Review the PR traps. Discuss the PR Code of Ethics.

Week 4: Chapters 7&8, PR and its relationship to the law and the first amendment. Discuss defamation, insider trading, disclosure, internet and copyright law. The role of research in PR. Review for mid term

Week 5: Mid term test

Week 6: Review test. Chapters 9&10, Discuss print media relations, objectivity, and publicity. Discuss the internet factor to PR and how to attract publicity,

handle interviews, press conferences, video conferencing, etc. The growth of talk radio will be discussed as well as strategies for holding press conferences, effective use of electronic media, TV interviews etc.

Week 7: Chapters 11&12, The role of PR and social responsibility in the community. Discuss the role of PR in meeting the needs of diverse communities, desktop publishing, print publications, annual reports, and internal communications.

Week 8: Final exam, hand in folders.