Office of Academic Affairs  
Tarleton State University  
Date Prepared: 12/1/08  
Dates Revised:  

Master Course Syllabus Outline  

Department: Management, Marketing and Administrative Systems  
Course Prefix/Number: MKTG 312  
Course Title: Public Relations  
Master Syllabus Approved by Department on: 12/1/08  

I. Catalog Description: A study of the techniques used in planning public relations programs for businesses, schools, churches, and civic associations. Topics include press relations, crisis management, advertising, speech writing, and campaign activities. Credit for both COMS 312 and MKTG 312 will not be awarded.  

II. Prerequisites: 3 hours of COMS  

III. Expanded Course Description:  
This course explains and demonstrates the techniques and practices of the public relations industry. It covers all the major issues in public relations including: crisis management, media relations, publicity, lobbying and fund raising. The course focuses on practical application of techniques and portfolio building.  

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).  

Knowledge Outcomes:  
a. Students should know what role public relations play in society.  
b. Students should know what components there are to a media campaign  
c. Students should be able to distinguish advocacy from fallacies and propaganda in media messages.  
d. Students should know how to reach different and diverse audiences.  
e. Students should know the legal and ethical implication of public relations.  

Skill Outcomes:  
a. Students will able to write press releases, speeches and basic advertising.  
b. Students will able to interact with local media representatives.  
c. Students will be able to research and contact foundations for fund raising purposes.  
d. Students will be able to plan an event for publicity or fund raising.
V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

a) Course Requirements
b) Required Text(s)
c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature                                      Date