

Minnesota State University Moorhead

COMM 375: Strategies and Tactics in Public Relations

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course is designed to achieve the following learning outcomes: 1) analyze a public relations case study and identify the salient issues; 2) identify the defined objectives in a case study; 3) develop an awareness and understanding of the strategies and tactics employed in a case study; 4) develop an awareness and understanding of the analytics used to evaluate the achievement of both impact and output objectives in a case study; 5) accumulate a repertoire of strategic public relations strategies and tactics that can be used to respond to a future PR situation; and 6) construct a written plan of professional, entry-level, proficiency that delineates a public relations response to a challenge, opportunity or problem in public relations.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Students will have ability to analyze a public relations case study and identify the salient issues.
2. Identify the defined objectives in a case study.
3. Develop an awareness and understanding of the strategies and tactics employed in a case study.
4. Develop an awareness and understanding of the analytics used to evaluate the achievement of both impact and output objectives in a case study.
5. Accumulate a repertoire of strategic public relations strategies and tactics that can be used to respond to a future PR situation.
6. Construct a written plan of professional, entry-level, proficiency that delineates a public relations a public relations response to a challenge, opportunity or problem in public relations.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted