Minnesota State University Moorhead

COMM 327: Editing Public Relations Copy

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A course for students in public relations that includes experiences in the process of editing and adapting public relations messages intended for targeted publics involving multimedia delivery platforms. The course focuses on the process and principles of copy-editing, adapting the message for multimedia platforms, publication design, and evolving stylistic considerations in the public relations profession, as well as assessing message effectiveness. This course is designed to achieve the following learning outcomes: 1) develop an awareness and understanding of the processes involved in editing public relations messages; 2) develop proficiency in the use of the design, style, and formatting standards of the public relations profession; 3) develop a proficiency in editing the public relations message to fit a variety of multimedia platforms; 4) develop a proficiency in editing the composition of a public relations message targeting a specific public(s); 5) develop proficiency in editing PR copy to ensure that it is in keeping with the principles of completeness, accuracy, fairness, conciseness; including the elimination of unnecessary words, inconsistencies, elimination of passages in poor taste, and the elimination of libelous statements; and 6) develop proficiency in assessing the readability of the copy and/or forms of assessing message effectiveness using established industry tools of assessment.

B. COURSE EFFECTIVE DATES: 09/09/2014 - 05/17/2019

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted