

Minnesota State University Moorhead

COMM 307: Writing and Editing for 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

A course for students in public relations that includes experiences in the process of writing, editing and adapting public relations messages intended for targeted publics involving multimedia delivery platforms. The course focuses on the process and principles of writing, copy-editing, adapting messages for multimedia platforms, publication design, and evolving stylistic considerations in the public relations profession, as well as assessing message effectiveness.

B. COURSE EFFECTIVE DATES: 02/02/2019 - 05/15/2020

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