



Douglas College

COURSE INFORMATION

A: Division: INSTRUCTIONAL

Date: NOVEMBER 1997

NOVEMBER, 1994
X

Revision of Course Information Form:

ARTS

D: PUBLIC RELATIONS

WRITING I: WRITING IN THE ORGANIZATIONAL CULTURE

Subject and Course Number	Descriptive Title	Semester Credit
PRFU 370	WRITING I: WRITING IN THE ORGANIZATIONAL CULTURE	3

E: Calendar Description: This course introduces the fundamentals of public relations management and practice with an emphasis on the corporate environment. Students will focus on the role of public relations in the organization and the application of public relations strategies in the corporate environment. Students will focus on the role of public relations in the organization and the application of public relations strategies in the corporate environment.

Summary: 97.11 -

Hrs per week	H: Course Prerequisites PRFU 350 or Permission of Coordinator	G: Type of instruction:
2 hrs	I: Course Corequisites NONE	Lecture:
hrs		Laboratory:
2 hrs		Seminar:
hrs		Clinical Experience:
	Field Experience:	hrs
	Practicum:	hrs
	Shop:	hrs
	Studio:	hrs

K: Maximum Class Size: 30

Learning: hrs
Other (specify): hrs
Total: 4 hrs

Texts may include:

O. COURSE OBJECTIVES

- 4. Develop an understanding of the various writing tasks for specific audiences and purposes
- 5. Develop an integrated communications plan
- 6. Understand issues management and crisis response strategies

P. COURSE CONTENT

1. PUBLIC RELATIONS THEORY

The student will:

- a. Define Public Relations
 - b. Identify the history and evolution of public relations
 - c. Describe the social theories of PR theorists: Lee, Bernays, Grunig, etc.
 - d. Describe communication channels
 - e. Identify potential blocks or barriers to effective communication
 - f. Describe the components of the PACE theory
 - g. Describe the role of research in message development and issue identification
 - h. Describe different communication vehicles
 - i. Describe the value of strategic communication planning
 - l. Discuss the role of repetition in message sending
 - m. Identify the distinctions between information and persuasion.

2. PUBLIC RELATIONS PRACTICE

The student will:

- a. Explain the distinctions between corporate image and identity
- b. Explain corporate communication systems and the role of public relations specialists

B. COURSE CONTENT