

Montgomery County Community College
 CMS 125
 Introduction to Public Relations
 3-3-0

COURSE DESCRIPTION:

Students will learn basic concepts necessary to understand what public relations is and how it is practiced in a variety of settings. The course will begin with an examination of the theoretical and conceptual framework that supports the field of public relations. Students will then have an opportunity to apply theory to practice by helping a campus organization accomplish a public relations goal. Specific emphasis will be placed on the four step public relations process.

REQUISITES:*Previous course Requirements*

ENG 101 English Composition I

CMS 110 Speech Communication or CMS 120 Public Speaking*

* SPC 110 Speech Communication may be substituted for CMS 110

* SPC 120 Public Speaking may be substituted for CMS 120

Concurrent Course Requirements

None

COURSE COMMENT

Although no longer offered, SPC 111 Introduction to Speech Communication: Cross Cultural Emphasis may be substituted for either CMS 110 or CMS 120

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
Upon successful completion of this course, the student will be able to:		
1. Examine the theoretical framework used for public relations.	Assigned Readings Lecture	Written Examinations Discussion Boards
2. Discuss the wide variety of tasks performed by public relations practitioners.	Assigned Readings AV/Multimedia Materials Lecture Research Resources	Written Examinations Discussion Boards
3. Describe the four-step public relations process.	Assigned Readings AV/Multimedia Materials Lecture Research Resources Public Relations Campaign Course Project	Written Examinations Discussion Boards Problem Analysis Paper Program Plan Paper Communication and Action Plan Paper Evaluation Plan Paper

COURSE APPROVAL:

Prepared by: Tom Donlan

Date: 3/4/2008

Revised by: Tom Donlan

Date: 5/23/2013

VPAA/Provost or designee Compliance Verification:
Victoria L. Bastecki-Perez, Ed.D.

Date: 6/4/2013

Revised by: Tom Donlan

Date: 8/27/2017

VPAA/Provost or designee Compliance Verification:

Date: 10/13/2017



*This course i
was developed, approved and will be delivered in full compliance with the policies and
procedures established by the College.*