



**CATALOG YEAR 2006-2007**  
**(Please use separate form for each add/change)**

UCC118  
01-19-06

COLLEGE: \_\_\_\_\_

Current Catalog Page(s) Affected \_\_\_\_\_265\_\_\_\_\_

**Course:** Add:  Delete: \_\_\_\_\_ Change \_\_\_\_\_:  
(check all that apply)

Number  Title  SCH \_\_\_\_\_ Description  Prerequisite

If new, provide Course Prefix, Number, Title, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current catalog, provide change and attach page with changes in red and provide a brief justification.

**COMM 3323 *Public Relations Campaigns*** Three semester hours.

This course offers practical application of public relations in solving a variety of organizational communication challenges and opportunities. It will integrate theory, techniques and research methods in the planning and execution of public relations projects, programs and/or campaigns for one or more specific organizations. The objectives, planning, staffing, budgeting, implementation, and evaluation of public relations programs will be emphasized. Prerequisite: COMM 3322

Justification: This course expands on COMM 3322. Students need to learn basics of public relations, communication tactics, and general fundamentals of public relations field before working on an actual campaign with a client. Having accomplished this in COMM 3322, students will be able to work with actual clients in the new, more advanced class.

**Program:** Add: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed Program of Study description and 4-year plan. If in current catalog, provide change and attach page with changes in red.

**Minor:** Add: \_\_\_\_\_ Delete: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed minor.  
If in current catalog, provide change and attach page with changes in red.

**Faculty:** Add: \_\_\_\_\_ Delete: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed faculty entry.  
If in current catalog, provide change and attach page with changes in red.

**College Introductory Pages:** Add information: \_\_\_\_\_ Change information: \_\_\_\_\_  
Attach new/changed information. If in current catalog, provide change and attach page  
with changes in red.

Approvals:   Signature   Date

Chair \_\_\_\_\_  
Department Curriculum Committee

Chair \_\_\_\_\_  
Department

Chair \_\_\_\_\_  
College Curriculum Committee

Dean \_\_\_\_\_

## COMM 3323 - Public Relations Campaigns

Credit: 3 SCH

Course Description: This course offers practical application of public relations in solving a variety of organizational communication challenges and opportunities. It will integrate theory, techniques and research methods in the planning and execution of public relations projects, programs and/or campaigns for one or more specific organizations. The objectives, planning, staffing, budgeting, implementation, and evaluation of public relations programs will be emphasized.

Course Prerequisite(s): COMM 3322

Student Learning Outcomes -- Students will be able:

- To apply the principles of public relations and case studies' insights presented in COMM 3322.
- To practice a full range of public relations and management skills in conducting a public relations campaign in a real-world setting.
- To learn to analyze, research, and plan on behalf of a client or in-house need.
- To gain knowledge of practical campaign tools and tactics and application of PRSA code of ethics.
- To understand interpersonal skills required for working in a team environment.

Major topics to be covered:

1. Research and Situation Analysis
2. Goals and Objectives
3. Action Strategies
4. Communication Strategies
  - a. Audiences
  - b. Programming
  - c. Media Relations
  - d. Messages
5. Tactics
  - a. Tasks
  - b. Calendar
  - c. Staffing
6. Evaluation
  - a. Qualitative and Quantitative measures
  - b. Output measures – coverage, impressions, audience data
  - c. Impact measures
7. Budget