

## **Syllabus**

### **Course Overview**

In this course, you will analyze the similarities and differences between public relations and marketing. In addition, you will differentiate between a target audience and a target market. You will examine interactions of public relations and its associated stakeholders, including current and new customers; the media; financial and industry analyzers; and other groups in the enterprise, such as senior management personnel and marketing, finance, and human resources departments. You will also examine the function of public relations in noncorporate environments.

### **Course Competencies**

(Read Only)

To successfully complete this course, you will be expected to:

- 1 Comprehend the role of public relations.
- 2 Differentiate between a target audience and a target market.
- 3 Examine the public relations' role in planning and executing an integrated marketing communications (IMC) strategy.
- 4 Examine the types of interactions in public relations.
- 5 Examine how public relations is used in non-corporate environments.
- 6 Examine legal, ethical, and technological issues and trends in public relations.

### **Course Prerequisites**

Prerequisite(s): BUS3030.

## Syllabus >> Course Materials

### Required

The materials listed below are required to complete the learning activities in this course.

#### Integrated Materials

Many of your required books are available via the VitalSource Bookshelf link in the courseroom, located in your Course Tools. Registered learners in a Resource Kit program can access these materials using the courseroom link on the Friday before the course start date. Some materials are available only in hard-copy format or by using an access code. For these materials, you will receive an email with further instructions for access. Visit the [Course Materials](#) page on Campus for more information.

##### Book

Seitel, F. P. (2020). *The practice of public relations* (14th ed.). Boston, MA: Pearson. ISBN: 9780134895444.

#### Library

The following required readings are provided in the Capella University Library or linked directly in this course. To find specific readings by journal or book title, use [Journal and Book Locator](#). Refer to the [Journal and Book Locator library guide](#) to learn how to use this tool.

- Planet Pictures (Producer). (1997). [Action plans \[Video\]](#). Films on Demand.
- Planet Pictures (Producer). (1997). [Client side of public relations \[Video\]](#). Films on Demand.
- Planet Pictures (Producer). (1997). [Overview of public relations \[Video\]](#). Films on Demand.
- Planet Pictures (Producer). (1997). [Public relations crises \[Video\]](#). Films on Demand.
- Planet Pictures (Producer). (1997). [Role of public relations \[Video\]](#). Films on Demand.

#### External Resource

Please note that URLs change frequently. While the URLs were current when this course was designed, some may no longer be valid. If you cannot access a specific link, contact your instructor for an alternative URL. Permissions for the following links have been either granted or deemed appropriate for educational use at the time of course publication.

- [YouTube](#). (2019). Retrieved from <https://www.youtube.com/>

### Suggested

The following materials are recommended to provide you with a better understanding of the topics in this course. These materials are not required to complete the course, but they are aligned to course activities and assessments and are highly recommended for your use.

## Optional

The following optional materials are offered to provide you with a better understanding of the topics in this course. These materials are not required to complete the course.

## Unit 1 >> Introduction to Public Relations

### Introduction

Welcome to the world of public relations!

Simply defined, the practice of public relations (PR) is managing the flow of information between an organization and its publics. That is a simple definition; your text has a much longer and more detailed definition. But when you stop and think about it, the simple definition is essentially correct. The function of PR is to communicate about a situation (or an action, an event, et cetera) in accordance with the message the organization wants to send.

### Learning Activities

#### u01d1 - Introduction and Public Relations

This week, you will begin to define what the field of public relations (PR) is, and what the roles of PR are. In the activities for this unit, you will use studies and research to define PR.

For this discussion activity, post your first impressions of PR, before you have done any reading or research. There is no right or wrong answer. You may find that how you see and define PR at this time, prior to studying the field, reflects common public perceptions.

Answer the following questions, based on your first impressions about public relations:

- What do you believe public relations is?
- What does it not include?
- What is your experience with PR? Your experience may include your role as a consumer, or a public relations representative or user.
- What are the benefits of PR?
- What are the disadvantages of PR?
- What other information do you want to mention in your post, as it relates to your experience or understanding of PR?

Post your initial response in this discussion. It is recommended that you post relatively early in the week to allow time for peer responses. Refer to the Discussion Participation Scoring Guide for posting expectations. Unless otherwise stated, this will be the expectation for all discussions within this course.

## Response Guidelines

Select and read at least two of your peers' posts. Provide a response for each of those peers. In each response, consider the following:

- As mentioned in the introduction of this discussion, many people share a common perception of PR. What are the similarities in your definition of PR as compared to your peer's?
- What were the differences in the definitions?
- What is your impression of the benefits and disadvantages of PR, according to your peer? Do you agree or disagree? Explain.
- What other comments or questions do you have about your peer's post?

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

## u01s1 - Studies

### Lecture – What Is Public Relations?

View [What Is Public Relations?](#) This lecture will help define and clarify the meaning of public relations (PR). It presents two different versions of public relations functions, as well as the principles of public relations.

### Readings

Use your Seitel text, *The Practice of Public Relations*, to read the following:

- Chapter 1, "Defining Public Relations."
- Chapter 2, "The History and Growth of Public Relations."

### Films on Demand Video – Overview of Public Relations

The *Public Relations* video series was purchased for use in this Capella course.

Complete the following:

- [Overview of Public Relations](#) (4 minutes, 22 seconds). This is the first segment of the *Public Relations* video series provided by Films On Demand.
- This segment presents the field of public relations and how it features in corporate and noncorporate environments.
  - As you view the video, identify information that you have not yet been introduced to in the other studies for this unit.

## u01d2 - Public Relations Compared to Other Methods

Many people equate the methods of public relations (PR) with other marketing methods; this is incorrect. In this discussion, explain how the methods used in performing public relations communications differ from publicity, advertising, and promotion. Provide an example to demonstrate this difference.

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

### Response Guidelines

Read the posts of your peers and respond to at least two. In each response, reflect on the following:

- If you were unfamiliar with PR, would the comparison your peer provided make sense?
- What was best described?
- What questions do you still have about public relations in comparison to advertisement, publicity, and promotion?

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

## u01a1 - Defining Public Relations

Now that you had a chance to consider what public relations (PR) is, and you have done some activities to better explain PR and its roles, it is time to consolidate this information and formulate a foundational understanding of PR. To do this, see what you can find out about PR.

In this assignment, use your readings, lectures, the Capella University Library, and the Internet to answer the following:

- What is public relations?
  - What is the reason for public relations?
  - How would you explain the concept of public relations?

- Describe the role of public relations in an organization. Why is it necessary?
- What does PR involve and include? Explain the activities and actions of public relations professionals.
- Provide examples of public relations roles. For example:
  - Is the purpose of PR to deliver news releases?
  - Is it the purpose of the PR professional to be a spokesperson for a company?

While written content is the most important aspect of your paper, organization, readability, grammar, and spelling are also important. The content of the paper will determine the length, but a general rule for this assignment is to write roughly two pages. Follow APA format and add headers as appropriate.

Refer to the assignment scoring guide to ensure you have met all of the requirements of the assignment.

## Unit 2 >> Target Audience and Target Market

### Introduction

In this unit, we explore the various publics involved in public relations.

Publics may vary among different organizations. For many organizations, however, long-established, traditional publics include employees, the news media, governments, investors, consumers, multicultural community groups, voters, and businesses.

Publics can—and do—change constantly, but the questions a PR practitioner must answer about each public remain the same. If a public has the power to influence an organization, it cannot be overlooked. This will help an organization build relationships and achieve its value-driven goals.

### Learning Activities

#### u02s1 - Studies

## Lecture – Publics Involved in Public Relations

View [Publics Involved in Public Relations](#). In this lecture, you will be introduced to the term *publics* and what it means in public relations.

## Readings

Use your Seitel text to read the following:

- Chapter 11, "Employee Relations."
- Chapter 12, "Government Relations."

## Target Audience Versus Target Market Illustration

Many of us are familiar with the term *target market*, meaning a segment to which a particular good or service is marketed. In contrast, the *target audience* includes internal audiences of an organization, as well as external audiences. View the illustration to learn more about the differences between the target market and target audience.

## Films on Demand Video – Role of Public Relations

One of the biggest roles of public relations is to help companies manage their reputations. View the second segment of the *Public Relations* video series, [Role of Public Relations](#) (2 minutes, 16 seconds).

- This segment talks more about the role that public relations plays in various environments.
- As you view the video, identify new information that you have not yet been introduced to in the other studies of this unit.

#### u02d1 - Spin

*Spin* is a slang term used for what the public may perceive that PR practitioners do when attempting to communicate to a target audience. What is your opinion of spin? Do you think it is used often? Use examples to explain your answer.

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

## Response Guidelines

Read the posts of your peers and respond to at least two. In each response, compare your answers to those of your peer.

- Describe how your view of spin is similar to your peer's.
- Describe how your view of spin differs from that of your peer.
- Provide additional comments for your peers regarding the communication of PR practitioners to a target audience.

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

### u02d2 - Target Audience

Knowing your target audience is critical for PR success. For this discussion, go to YouTube (linked in Resources) and view four videos of press conferences and answer the questions below based on what you saw. Here are some searches you can use to find some appropriate press conferences (you may choose any company or government organization you wish):

- "Sony press conference."
- "Apple press conference."
- "Samsung press conference."
- "Nintendo press conference."
- "Volvo press conference."
- "White House press conference."

Based on what you saw, briefly answer the following questions about each of the four videos you chose:

- What was the industry or government organization?
- What details must be known about the industry or organization prior to identifying the target market or markets?
- What is the target audience or audiences?
- How do you know these are the correct target audiences?
- Since there are many kinds of companies within a specific industry (in retail there are department stores, specialty stores, gift stores, and so on), does the type of company affect the type of target audience (or audiences) in which an industry may focus? Explain.

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

## Response Guidelines

Read the posts of your peers and respond to at least two. In each response, imagine you are a new public relations representative who is just learning about the industry or government organization your peer identified. From that perspective, answer the following:

- Is the explanation of the industry and its target audiences clear?
- In your opinion, does the target audience seem to align with the industry?
  - If you believe the target audience aligns with the industry selected, what specifically confirmed that for you?
  - If you believe the target audience does not seem to align with the industry selected, why not? What additional information do you need in order to see the alignment?
- What additional questions would you have about the information provided to you, if you were a new PR representative?

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

[YouTube](#)

## u02a1 - Target Audience and Target Market

While the target market is defined as the narrow group of people that the company is trying to appeal to, the *target audience* is the broad group of people that the company is focusing on. Marketing departments focus on the target market. Public relations departments focus on the target audience.

For this assignment, use the Capella library to research the following. If necessary, also research the Internet and other resources:

- Select three companies or organizations that you are interested in learning more about. The organizations could be large, small, local, domestic, international, or a variety of these. Once you have made your selections:
  - Identify each company or organization selected.
  - Describe the type of business, its structure, and other relevant information for each company or organization.
- Describe the target audience for each of the companies and organizations.
- Identify and describe the target markets for some of the products or services offered by these companies.
- Compare the target audience and target markets for each of these companies.
- Describe the types of public relations activities of these companies that you observe.
- Explain why you consider each company's or organization's actions appropriate or inappropriate.
- Compare the public relations approaches for the target audience and the target markets for each of the companies.

While the written content is the most important aspect of your paper, organization, readability, grammar, and spelling are also important. The content of the paper will determine the length, but a general rule for this assignment is to write roughly two to three pages. Follow APA format and add headers as appropriate.

Refer to the assignment scoring guide to ensure that you have met all requirements.

## Unit 3 >> Public Relations and Technology

### Introduction

In this unit, you will learn about the power of media in the digital age and how to use it to your advantage in your PR activities.

The digital revolution has profoundly affected our personal and professional lives. It has enabled a convergence of messages and images in multiple media forms. For example, there are now several social networking sites that permit online collaboration of multiple users. This revolution has also forced traditional media outlets to reinvent themselves.

The digital revolution has also had a profound impact on the practice of public relations. It has led to the creation of virtual public relations agencies that provide the same services as those of traditional agencies, at a fraction of the cost. For agencies, these social networks bring both benefits and risks. The challenge is to identify, monitor, and—if beneficial—engage in these networks.

### Learning Activities

#### u03s1 - Studies

## Readings

Use your Seitel text to read the following:

- Chapter 7, "The Law."
- Chapter 10, "Social Media."

## u03d1 - Internet and Digital Technology in Public Relations

Digital technology and the Internet have affected the world of public relations in many ways. In this discussion, consider:

- What are the roles of the Internet and other digital technology, in relation to PR?
- Which communication methods do you think are most effective?
- What can go wrong when using technology in PR?

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

### Response Guidelines

Read the posts of your peers and respond to at least two. In each response, consider:

- How does your answer differ from your peer's?
- How is it similar?
- Do you feel the benefits of technologies outweigh the consequences? Explain.
- How can you overcome the consequences identified by your peer?

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

## u03d2 - Public Relations Response

Imagine you are having a discussion with a fellow PR coworker. Your coworker states the following:

"This is the United States. I have freedom of speech. I can say whatever I want on behalf of my clients."

Based on this statement, answer the following:

- How would you reply to this coworker?
- Why you would reply in this manner?

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

### Response Guidelines

Read the posts of your peers and respond to two. In each response, consider the reply that your peer would have given to the coworker:

- Do you agree with the reply? Why or why not?
- Is there anything in the reply that you believe might cause conflict between your peer and the coworker? Explain.

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

## Unit 4 >> Ethics and Public Relations

### Introduction

The public relations department is frequently the ethical heart of an organization. Internal and external PR communications control of the flow of good and bad news to the staff and community. The PR team copes with company crises. PR professionals may be called upon to sit at the elbows of top officers and draft a company's mission statements, its strategies, and its vision. PR people are often put on the spot—if not to determine the morality of a situation or action, at least to help envision the potential results.



## Learning Activities

### u04s1 - Studies

## Lecture – Ethics in Public Relations

View [Ethics in Public Relations](#). Public relations is sometimes considered the ethical heart of an organization. Through PR, both good news and bad news about the company are communicated to the public. Public relations is seen by some as very ethical, while others believe those in PR are manipulative. View the lecture to understand more about the ethical roles of PR.

## Readings

Use your Seitel text to read the following:

- Chapter 6, "Ethics."
- Chapter 13, "Diversity Relations."

### u04d1 - Ethics Violators

Adherence to a code of ethics is very important in all businesses and organizations. However, there are times where ethics are not followed. When violations occur, they should be handled appropriately. In this discussion, consider what you learned about how ethics and ethical violations are handled in public relations:

- In your opinion, is society in the U.S. becoming more tolerant of ethical violators? Why or why not? Consider ethics violations in corporate environments, noncorporate environments, or individuals. Provide at least one example.
- Using the example you provided, is the basis of your answer influenced by how the violation was handled by the organization or person's PR methods?

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

## Response Guidelines

Read the responses of your peers and respond to two. In each response:

- Explain the similarities and differences in the points of view about how society tolerates ethical violators.
- Review the example provided by your peer. Does it clearly show an ethical issue?
- Do you agree or disagree with your peer's assessment of the example? Explain.
- What additional thoughts do you have about the example and about ethical violators in general?

### Course Resources

---

Undergraduate Discussion Participation Scoring Guide

### u04a1 - Public Relations Ethics

As a PR representative, you will communicate with society. A code of ethics must be followed by you and your company. In addition, it is important to put the best foot forward for the company you represent.

In this discussion, select a company that is currently experiencing an ethical crisis or has experienced one in the last few years. Identify the company, explain its business, and summarize the ethical issue. Once that is complete, answer the following:

- Examine the ethical issue that occurred. What was the public opinion of the situation described?

- Analyze the public relations methods used. How was this situation handled, from a PR perspective? For example, did the company have a news release or a news conference?
- Analyze the issue from your own perspective. What were the advantages and disadvantages of the public relations methods used?
- Do you believe the situation was handled properly? Describe what could have done differently about the ethical issue.

While written content is the most important aspect of your paper, organization, readability, grammar, and spelling are also important. The content of the paper will determine the length, but a general rule for this assignment is to write roughly two pages. Follow APA format and add headers as appropriate.

Refer to the assignment scoring guide to ensure that you have met all requirements.

## Unit 5 >> News Releases

### Introduction

In this unit, you will learn how to create power and attention with the written word. Even in the age of the computer, writing remains critical to public relations. Effective writing distinguishes professional communicators from amateurs. Public relations representatives must have superior communication skills. The ability to write easily, coherently, and quickly distinguishes the successful PR professional from others in the organization.

### Learning Activities

#### u05s1 - Studies

## Readings

Use your Seitel text to read the following:

- Chapter 3, "Communication."
- Chapter 4, "Public Opinion."
- Chapter 15, "Public Relations Writing."

#### u05d1 - Components of News Releases

A news release is intended to grab the reader's attention quickly and effectively with minimal information. Using the Internet or the Capella library, search for a recent news release from a company, celebrity, charity, the government, or the like. Once you find a news release of interest to you, critique it according to the following:

- First, read only the headings and the first sentence of the news release. Then answer the following:
  - From that limited information, can you identify the intent and understand the context of what the company is trying to communicate?
    - If so, explain the intent of the news release, based solely on that information.
    - If not, why do you not understand it? What is it missing?
- Next, read and examine the entire news release. Then answer the following:
  - Was your initial understanding of the news release the same as it is now?
    - If not, what is different?
    - If so, explain how.
- Finally, describe the degree to which the news release followed format, style, and content guidelines. For example:
  - Were appropriate headlines, formatting, and contact information used?
  - Did the PR representative use inverted pyramid writing?
- Include the news release you evaluated with your post.

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

## Response Guidelines

Read and respond to at least two of your peers' posts. Since your first introduction to each news release was what your peer posted in this discussion, what are your impressions of how each peer answered the questions? What questions do you have about each news release?

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

### u05a1 - Writing a News Release

## Overview

Writing a news release is a common task of a public relations representative. In this assignment, you will have a chance to write a professional-quality news release using the skills you learned in this unit.

## Preparation

Review the following and choose one situation for this assignment:

### Situation 1: Exxon and the Qatar National Petroleum Corporation

- The Neptune Gas Project – Phase Three is producing 200 million cubic feet per day of natural gas—along with crude oil.
- The plant will extract 25,000 barrels per day of natural gas liquids.
- The targeted completion year is 2030.
- The project is marketed in Europe but is seeing a greater interest in nonfossil fuels instead.
- The gas projects are important to Exxon's growth plans in Qatar.
- Local residents are protesting the plant, disrupting production.
- There has been enthusiastic support for the global joint venture.
- Drilling for the gas has already begun.
- Exxon is negotiating for tax deferrals on the new plant.
- People from Exxon, the Qatar National Petroleum Corporation, and Chemitech, a high-profile chemical producing company, were present for this announcement.
- An initiative to convert natural gas into clean petroleum fuels will be launched.
- Two billion dollars will be earmarked to clean up hazardous waste resulting from the extraction process.

### Situation 2: University of Delaware

- Millions of people with a history of heart disease continue to ignore necessary treatment.
- Prompt diagnosis has improved patient health and saved money.
- Many heart patients take medication daily.
- The study was backed by a grant from the university.
- Heart disease causes lost work time for employees, incurring significant costs to businesses.
- The long-term impact of heart disease is still being studied.
- A prolonged lack of sleep may be linked to heart disease.
- One of the panel members has published a book on the topic.
- Heart disease is easily diagnosed with a blood test.
- A major drug company is promoting this study to further sales of their new heart drug.
- A study determined that after one year, patients who received treatment had a 34 percent lower rate of heart disease symptoms and a 50 percent lower risk of a heart attack or stroke than untreated patients.
- The study was conducted by 10 people.

### Situation 3: Plasti-lex Corporation

- The Plasti-lex Corporation develops and manufactures specialty plastics, focusing on automotive and health care markets.
- Plasti-lex has had two new CEOs in the last three years.
- Plasti-lex has opened a new sales and marketing office in Phoenix.
- The corporation operates manufacturing plants in the U.S. and China. In addition, it has sales offices all over the world.
- The new office is situated on property on an old Indian reservation and is currently being protested by tribal members.

- The corporation uses new green technology in the building.
- Plasti-lex will add 1,000 new staff at its U.S. facility next year.
- An office was opened to increase service and local warehousing to support a growing customer base.
- Products are sold worldwide to manufacturers of automotive and health care equipment.
- The president of Plasti-lex has been investigated for sexual harassment claims made by clients.
- Plasti-lex materials are also used in innovative surgical implants.
- The China plant is currently dealing with a workers' strike.

## Instructions

Write a professional news release for your chosen situation in which you address the following:

- Be sure to use the proper style, format, content, and writing procedures for your news release.
- Some of the facts provided may not be relevant for the news release. Make sure you have selected only those facts that should be included.
- You must use Microsoft Word for the news release; however, you may include any details to make the news release look professional and visually appealing.
- In your news release, use the inverted pyramid strategy, and make sure it aligns with the integrated market communications strategy.

Refer to the assignment scoring guide to ensure that you have met all requirements before submitting your news release.

*Note that you may need to do some additional research to complete the assignment.*

## Unit 6 >> Planning Public Relations Communications

### Introduction

There is a common saying that it is wise to plan for both the best and the worst of what could happen, and to prepare accordingly. This philosophy holds true in public relations. In PR, planning is used to define and create various strategies that an organization can use to prepare for both the best and the worst-case scenarios.

### Learning Activities

#### u06s1 - Studies

## Lecture – Planning Public Relations

View [Planning Public Relations](#). To be effective in public relations, it is important to know how to plan a strategy. In this lecture, and throughout this unit, you will learn about various PR strategies and revisit some you may already have identified. As you study this lecture, consider the benefits and possible issues with the strategies described. How might you get over these issues?

## Readings

Use your Seitel text to read the following:

- Chapter 5, "Management."
- Chapter 8, "Research."

## Films on Demand Videos – Client Side of PR and Action Plans

In this unit, there are two segments of the *Public Relations* video series assigned. There are many business, organizations, and individual clients who use the services of public relations. This video will explore the interaction between the client and its public, and the importance of nurturing this relationship.

- View the video [Client Side of Public Relations](#) (2 minutes, 31 seconds).
  - This is the next segment of the *Public Relations* video series provided by Films On Demand.

In public relations, it is important to produce an action plan. Creating a PR action plan may involve writing materials, producing brochures and news releases, pursuing endorsements, and sponsoring special events such as fundraisers.

- View the video [\*Action Plans\*](#) (5 minutes, 28 seconds).
  - This is the next segment of the *Public Relations* video series provided by Films On Demand.

## u06d1 - Planning and Research

It is important to plan public relations activities to ensure that you are meeting the needs of the client. In this discussion, answer the following:

- List the various types of public relations planning. Briefly describe each type.
- Identify the research needed to complete the plans.
- Include examples with your answers.

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

## Response Guidelines

Read the responses of your peers and respond to two. In each response, imagine you are new to public relations:

- Do the various types of PR planning make sense, based on the description of your peer?
- What is confusing about the explanation? What questions would you have?

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

## u06a1 - Case Study: Researching a Position

For this assignment, you will read and evaluate a public relations case study. This will help you understand how the entire PR research and planning process works. Read the case study "Researching a Position for Alan Louis General" in Chapter 8 of your Seitel text, then answer the five questions following the case study.

While written content is the most important aspect of your paper, organization, readability, grammar, and spelling are also important. The content of the paper will determine the length. Follow APA format and add headers as appropriate.

Refer to the assignment scoring guide to ensure that you meet all requirements.

## Unit 7 >> The Activities of the Public Relations Department

### Introduction

Everyone has suffered some sort of personal or professional crisis. As you know from personal experience, how you deal with the crisis can affect its outcome. This is no different in your role as a public relations representative. Helping to manage a crisis is the ultimate assignment for a PR person.

The most significant test for any organization is a major accident or disaster. How the organization handles itself in the midst of a crisis may influence how it is perceived for years to come.

A growing trend in companies is to maintain a crisis manager. The task of this role is to help the organization define and deal with the political, economic, and social issues that affect it.

### Learning Activities

## u07s1 - Studies

### Readings

Use your Seitel text to read the following:

- Chapter 9, "Media."
- Chapter 17, "Crisis Management."

### Films on Demand Video – Public Relations Crises

This next segment of the *Public Relations* video series provided by Films On Demand expands on the role that public relations plays in corporate and noncorporate environments.

View the video [\*Public Relations Crises\*](#) (2 minutes, 46 seconds).

- As you view the video, identify information that you have not yet been introduced to in this unit.

## u07s2 - Public Relations Plan - Preparation

For your Unit 8 assignment, you will have the opportunity to learn how a public relations plan works by developing one in the form of a PowerPoint presentation. Use the resources provided in the course and conduct additional research to determine the appropriate format.

There are two required parts to the assignment:

- A public relations plan PowerPoint presentation.
- A short memo to a senior manager of the company that introduces your plan.

In preparation for successful completion of the assignment, complete the following this week:

- Read the assignment instructions and scoring guide to ensure that you understand all criteria.
- Conduct any necessary research and begin drafting your assignment so you can submit it on time in Unit 8.

## u07d1 - Employer Communications

Think of your current or previous employer and the communications methods and strategies they use (or used) to communicate to employees.

- Which communication methods and strategies do you believe have worked best?
- What could be done differently?
- What are the objectives of the communications?

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

### Response Guidelines

Read the posts of your peers and respond to two. In each response, answer the following:

- What are the similarities between the communications in your company and your peer's company?
- What are the differences?
- Do you agree with your peer on what could be done differently? What additional suggestions might you give?

Course Resources

## u07d2 - Planning for a Crisis

Handling a PR crisis involves the following four steps:

1. Risk Assessment.
2. Developing a Plan.
3. Response.
4. Recovery.

In this discussion, review the four steps of planning for the crisis and then do the following:

- Research the Internet and the Capella library for an article about a crisis that was handled by PR.
- Identify the crisis and explain how was handled through the four steps.
- Evaluate and explain how the crisis was approached. Make sure you are clear and detailed but concise.
  - Determine whether the crisis was approached in an appropriate manner.
  - If not, what should have done differently?
  - Include the APA reference of the article with your post.

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

## Response Guidelines

Read the posts of your peers and respond to two. In each response, consider the following:

- Briefly summarize your peer's post and expand on what he or she posted.
- Based on the information provided, explain whether you think the crisis was approached appropriately.
- What do you believe could have been done differently?

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

## Unit 8 >> Integrated Marketing Communications Plan

### Introduction

An integrated marketing plan encompasses the communications disciplines of marketing, advertising, merchandising, sales promotion, and public relations. By integrating with other elements of the marketing mix, PR representatives can gain valuable information about product publicity, product advertising, sales events, and other marketing tasks. These should be part of the perspective of the public relations professional.

Integrated marketing communication entails coordination of a company's outgoing message through different media and maintenance of the consistency of the message throughout. Yet integrating marketing communication is more than that—it provides an aggressive marketing plan that captures and uses customer information extensively to determine and track marketing strategy.

### Learning Activities

#### u08s1 - Studies

## Reading

Use your Seitel text to read the following:

- Chapter 16, "Integrated Marketing Communications."

## Films on Demand Video – Action Plans

Review the video [Action Plans](#) (5 minutes, 28 seconds) from Unit 6, from the *Public Relations* video series provided by Films On Demand.

- As you view the video again, try to identify new information that you did not pick up the last time.

### u08a1 - Public Relations Plan - Final

## Overview

In this assignment, you will develop a public relations plan in the form of a formal PowerPoint presentation. Use the resources provided in the course and conduct additional research to determine the appropriate format. Include the following elements:

- Your public relations plan PowerPoint presentation.
- A short memo to a senior manager of the company that introduces your plan.

## Instructions

Choose a real or fictitious corporate or noncorporate entity of any size. If you choose a real organization, create a fictitious name for it. Include the following about your chosen organization:

- The name of the organization.
- The specific products or services the organizations provides.
- Detailed descriptions of the target audience and target markets.

Complete the following in your public relations plan:

- Determine the public relations activities you will use for the entire year.
- Create objectives for the plan.
  - What do you intend to achieve?
- Illustrate the methods and activities you will use for the organization.
  - Outline specific actions and avoid generalizations.
  - Be sure to include any media elements you plan to use as well.
- Create a timeline.
  - When will you conduct the activities? How long will they last?
    - If, for example, you are using the United Way for your organization, include the specific things you do for the campaign, such as a week-long cookie sale.
  - Include a bulleted list to illustrate what will happen in each month.
- Create a contingency plan. What will you do if a crisis, such as a product recall, occurs in your organization?

Review the assignment scoring guide before submitting your assignment for grading to ensure that you meet all criteria.

While written content is the most important aspect of your paper, organization, readability, grammar, and spelling are also important. The content of the presentation will determine the length; a maximum of three bullet points per slide is recommended. Refer to the Campus resource [Guidelines for Effective PowerPoint Presentations](#) (linked in Resources) for tips.

Course Resources

---

[Guidelines for Effective PowerPoint Presentations \[PPTX\]](#)

### u08d1 - Integrated Marketing Communications

*Integrated Marketing Communications* (IMC) is a large, umbrella term that covers all methods of PR that are intended to build awareness, brand loyalty, and publicity for an organization. For this discussion, address the following:



- Choose a Fortune 500 company and describe their IMC methods in detail, including examples of their actions.
- Describe the advantages and disadvantages of the methods used by the company.
- Identify the objectives of the organization's plan that you would intend to achieve with these methods.

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

## Response Guidelines

Read the posts of your peers and respond to two. Answer the following in each response:

- What are the methods that you and your peers discussed?
- What were the similarities and differences in the explanation provided?
- Do you agree or disagree with the advantages and disadvantages that your peer identified?
- What additional advantages and disadvantages not noted by your peer did you identify?
- After reading his or her explanation of the method, what additional questions do you have about it?

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

## Unit 9 >> Noncorporate Public Relations

### Introduction

The world is truly becoming a global village. This should be reflected in the practice of public relations. PR personnel must be prepared to respond to the needs of a changing public, and act accordingly in all of their communication activities.

### Learning Activities

#### u09s1 - Studies

## Reading

Use your Seitel text to read the following:

- Chapter 14, "International Consumer Relations."

#### u09d1 - The Role of Minority Groups in Marketing

Most would agree that the face of the United States of America is changing. Minority groups are playing a larger role in how products are marketed and targeted. Apply this knowledge and information to the most recent presidential election.

- How do you think public relations was used to target minority groups in the election?
- What PR actions and activities would you predict being used in future elections?

**Note:** In this discussion, you will likely encounter differences in opinion over strongly held beliefs. Remember to respect your peers' views and opinions, just as you would in any other discussion.

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

## Response Guidelines

Read the posts of your peers and respond to two. For each post, do you agree or disagree with your peer's viewpoint about the use of PR in the presidential election and what might happen in future elections? Explain. Remember to respect the opinions of your peers, even if they are contradictory to yours.

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

### u09a1 - Public Relations for Noncorporate Environments

Public relations is used by individuals, nonprofit organizations, and other institutions as well as corporations. For this assignment, choose a client from one of the following categories:

- Charities.
- Celebrities.
- The military.

Once you have selected your client, answer the following:

- How does this client use public relations?
  - What actions and activities are used?
- Who is the target audience for the public relations strategies used?
- Are the public relations strategies effective and appropriate for this client?
- What recommendations would you give to further target the PR efforts?

While written content is the most important aspect of your paper, organization, readability, grammar, and spelling are also important. The content of the paper will determine the length, but a general rule for this assignment is to write one to two pages. Follow APA format and add headers as appropriate.

Refer to the assignment scoring guide to ensure that you meet all requirements.

## Unit 10 >> Jobs in the Public Relations Field

### Introduction

If you have enjoyed studying the topics we have covered in this course, perhaps a career in public relations may be for you.

There are many different jobs available in public relations. Most of the jobs in PR can be found in five broadly categorized settings:

1. Corporations.
2. Nonprofit organizations and trade associations.
3. The government.
4. PR agencies.
5. Independent PR consulting.

The future looks especially promising for PR professionals with particular expertise in science, technology, finance, medicine, international affairs, and other specialized fields.

### Learning Activities

#### u10s1 - Studies

## Lecture – Jobs in Public Relations

View [Jobs in Public Relations](#). The various jobs available in public relations can generally be placed into one of five settings. View this lecture to be introduced to those settings as well as additional statistics about public relations.

## Reading

Use your Seitel text to read the following:

- Chapter 18, "Launching a Career."

### u10d1 - Jobs in Public Relations

In this discussion, identify one public relations job in which you are interested:

- Explain the role and what tasks and activities are involved.
- Explain why this job interests you.
- Explain how the position integrates with a corporate environment and a noncorporate environment.
- Describe how someone in this position would work with other PR personnel and the clients.

Post your initial response in this discussion. Refer to the Discussion Participation Scoring Guide for posting expectations.

## Response Guidelines

Read the posts of your peers and respond to two. In each response, answer the following:

- What is your impression of the job that your peer selected as the most interesting to him or her?
- If you selected a different job from your peer, do you agree with his or her assessment of the job he or she chose?
  - Do you think your peer correctly explained the interaction between your position and his or hers? Explain.
- If you selected the same job as your peer, do you agree with his or her assessment of the job and its interaction with other PR personnel and the client? Explain.

Course Resources

---

Undergraduate Discussion Participation Scoring Guide

### u10d2 - Public Relations Reflections

In this discussion, reflect on your views of PR from the beginning of this course. Consider what you have learned in the course. Provide a brief self-assessment covering what you have learned. Include your responses to the following:

- How has your perspective changed during our course?
- Based on what you learned, would you be interested in a career in PR? Explain.

Post your initial response in this discussion. It is recommended that you post relatively early in the week to allow time for peer responses.

## Response Guidelines

Although reading and commenting on your peers' posts is encouraged, it is not required in this discussion. If you choose to respond to your peers, you might consider discussing the following:

- Do you and your peer have similar interests? Explain.

Course Resources

