

Common Course Outline
MCOM 112
Introduction to Applied Public Relations and Advertising
3 Credits

Community College of Baltimore County

Description

MCOM 112 – Introduction to Applied Public Relations and Advertising is a course in which students analyze and create promotional messages that organizations produce to achieve their public relations and advertising goals. Students develop insight and strategies involving organizational communication and receive guidance concerning professional responsibilities and opportunities in advertising and public relations.

3 Credits

Prerequisites: CMNS 101 and ENGL 101

Overall Course Objectives

Upon completion of this course students will be able to:

1. demonstrate a working knowledge of the responsibilities and opportunities associated with public relations;
2. demonstrate a working knowledge of the responsibilities and opportunities associated with advertising;
3. analyze public relations and advertising case studies;
4. create content for public relations;
5. create content for advertising in television, radio, digital, and print media;
6. develop strategies for event coordination;
7. create social media campaigns;
8. investigate the role of promotions in a public relations campaigns;
9. explain how to manage and create internal and external communication for an organization;
10. evaluate strategies used by organizations for crisis communication;
11. identify the role of public relations in managing the image and reputation of an organization;
12. discuss the process of public relations, including research, planning, action, communication and evaluation; and
13. identify the multi-media strategies used for advertising campaigns.

Major Topics

- I. Public Relations

- II. Advertising
- III. Promotions
- IV. Social Media
- V. Event Coordination
- VI. Organizational Communication

Course Requirements

Grading procedures will be determined by the individual faculty member but will include the following:

Grading/exams

- A minimum of two analyses of case studies; one for public relations and one for advertising
- A minimum of two exams; one for public relations and one for advertising
- A minimum of two public relations projects such as a media kit, social media campaign, or special event
- A minimum of two advertising assignments such as a script, storyboard, or print advertisement

Other Course Information

This course is a requirement for the Communication and Media Studies Area of Concentration.

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