

Public Relations: Preferred Outcomes

I = Introduce

R = Reinforce

E = Emphasize

Content Specific Competencies

	<u>Pre-Major Courses</u>			<u>Required Courses</u>					<u>Electives</u>														
	COM 202	COM 210	JOR 220	PRS 340	PRS 441	PRS 491	COM 381	JOR 341	201	235	302	WRT 303	304	321	333	302	COM 351	415	416	450	BUS 365	465	468
Effective written and oral communication skills																							
*Identify, analyze, evaluate and apply various communication principles resulting in effective, meaningful communication.	I	I	I,R	E	E	E	R,E	I,R	I	I	R	R	R	E	E	R	R	E	E	E	E	E	E
*Understand theories of persuasion to effectively interpret persuasive text by incorporating sound reasoning.	I	I,R	R,E I, R	R	E	E	E	E	R	R	R	E	E	E	E	E	E	E	E	E	R,E	E	E
*Write and orally deliver strategic statements to foster fertile ground for positive media relations.																R	R	E	E				
Critical thinking ability																							
*Identify strategies and tactics integrated in case studies illuminating the significance of specific theories and concepts.	I	I	I,R	R,E	E	E	R,E	E	I	I	R	R	R	E	E	I	I,R	E	E	E	R,E	E	E
*Preparation of succinct questions and answers in anticipation of the audience/media's interest in a specific situation.	I	I	I,R	R	R	E	R,E	E	I	I	R	R	R, E	E	E	I,R	R	E	E	E	R,E	E	E
*Understand the importance of unquestionable ethical practices within the realm of Public Relations	I	I,R	R,E						I	I	R	R	R	E	E	R	E	E	E	E	R,E	E	E
Understanding significance of research methods																							
*Demonstrate competence in social scientific, rhetorical and critical methods.	I	I	R	R	R,E	E	E	E	I	I	R	R	E	E	E	R	R,E	E	E	E	R,E	E	E
*Recognize the limitations in various methodologies and in specific research (surveys, experimental, interpretive and critical research)		I	I	R	R,E	E	E	E	I	I	R	R	E	E	E	R	R,E	E					
*Integrate specific and differing channels of mass media to garner and share accurate, meaningful information.			I	I,R	R,E	E	E	E	I	I	R	R	R	R	R	I,R	R,E	E	E	E	I	R	R
*Infuse trends and business practices in analysis and discussion of current business models				I	R,E	E	R														R,E	E	E

Electives

	Specialty					
COM	JOR	JOR	PSY	PRS	PRS	PRS
415	442	410	335	100	200	442

<p>Effective written and oral communication skills</p> <p>*Identify, analyze, evaluate and apply various communication principles resulting in effective, meaningful communication.</p> <p>*Understand theories of persuasion to effectively interpret persuasive text by incorporating sound reasoning.</p> <p>*Write and orally deliver strategic statements to foster fertile ground for positive media relations.</p>	R	E	E	R	I	R	E																									
<p>Critical thinking ability</p> <p>*Identify strategies and tactics integrated in case studies illuminating the significance of specific theories and concepts.</p> <p>*Preparation of succinct questions and answers in anticipation of the audience/media's interest in specific situations.</p> <p>*Understand the importance of unquestionable ethical practices within the realm of PR</p>	E	E	E	R	I	R	E																									
<p>Understanding of the significance of research methods</p> <p>*Demonstrate competence in social scientific, rhetorical and critical methods.</p> <p>*Recognize the limitations in various methodologies and in specific research (surveys, experimental, interpretive and critical research)</p> <p>*Integrate specific and differing channels of mass media to garner and share accurate, meaningful information.</p> <p>*Infuse trends and business practices in analysis and discussion of current business models.</p>	E	E	E	R	I	R	E																									

<p>Knowledge of industry to include social media influence</p> <p>*Explore the significance of management by objective with respect to effective strategies, tactics, concise objectives and SMART goals.</p> <p>*Understand the importance of implementing strategies and tactics resulting in ROI.</p> <p>*Utilize online sources to analyze/interpret current media /ethical topics to develop critical skills for a positive environment.</p>	R	R	R		I	R	E																												
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PR Grant Outcomes Enhanced