



Syllabus for Creating Effective Public Relations Programs
Thursday, January 24, 31, February 7 and 14
6 to 9:30 p.m.

Instructor: Julian Teixeira

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Course Description

You will learn how to create and conduct public relations activities. The course is designed to serve as a seminar in public and media relations for those in related areas or who want to increase their knowledge in public relations in order to enhance their personal or organizational opportunities.

The workshop is intended to provide an in-depth overview of public and media relations—its strategies and tactics. The first part of the seminar will focus on the principles, theories and strategies of public relations and media relations.

The second part of the seminar will be devoted to the practical application of public relations and media relations through in-class and homework assignments. Students will learn to:

- Create a message(s);
- Plan a public relations and/or media relations campaign;
- Create news;
- what materials are need for your campaign;
- write a press release;
- write a pitch letter;
- what components are needed in a media/information kit;
- what audiences and media outlets to target;
- Reporting campaign or daily activity results; and
- Conducting media relations activities.

In addition, the class will examine technology and how it is used within public and media relations. Students will learn how to use the Internet and online media as well as the importance of video and photography in public relations.

Once the course is completed students will have an extensive overview of public and media relations theories.

Course Objectives

By the end of the class, student should be able to have a greater understanding of public relations and how to write materials to conduct a media relations campaign.

Course Materials

All materials will be provided by the professor. Materials will be derived from existing sources, such as books, newsletters, the Internet and videos.

In addition, students are asked to purchase an Associated Press (AP) style book.

Assignments

As working adults, assignments will be kept to a manageable level. Students will be required to do at least one assignment per week to be turn into the professor the following class. In addition, the final class students will present a mock-up of a public relations campaign, which will be critiqued by the entire class. Also, there will be several short in-class assignments, which will not be graded, but will be used as a learning tool in order to complete homework assignments.

All assignments are to written in Associated Press Style (AP).

Attendance

Since this class is so short, attendance and participation is highly recommend, however, as a working professional, I understand that certain work and life priorities occur, and that you will have to miss a class. Please, just advise me before hand so I can help you make arrangements to make up missed work.

Lecture Schedule (Agenda)

Week One

— Overview and introduction to public relations. This night's class will focus on what is public and media relations as well as serving as an introduction to the field and course. The class will explain and define the difference between marketing, advertising, public and media relations. Students will receive an introduction into how to create public relations activities.

In addition, we will begin to examine the writing materials needed in public relations campaigns.

Homework assignment: Write a Pitch Letter and Media Alert.

Week Two

— Creating the Effective Public Relations Campaign. This evening's class will focus on what is a strategy and how to use it to create an effective public relations campaign. We will explore organizational goals, what it is we want to accomplish, and what do we need to think about in order to be effective. The second half of the class will focus on target audiences, whom do we want to reach and why and what materials do we need to create.

We also we look at public relations plans that have been created and we will start to create a plan for our final project. Finally, since the press release is so important, we will begin to discuss the components of the release.

Homework assignment: Write a public relations plan

Week Three

— The Press Release and other written materials

We will take an in-depth look into the press release, learning how we can write stronger releases. We will discuss what is news, and how do we communicate it? Finally, we will discuss in-depth the other materials that accompany a press release and components of the media/information kit.

Homework assignment: Create a short public relations campaign that includes a press release, fact sheet, and biography and introduction letter, AND write a Press Release.

Week Four

— Crisis Communications

We will have an overview on what to do when a PR campaign doesn't go well. How to correct the negative.

Final Presentations and class critiques