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Course Overview

Course Title	Public Relations
Course and Section Number	CMS-330-1
Number of Credits	3 Semester Credits
Term	22/SUMM
Course/Section Dates	05/23/2022 – 07/23/2023
Meeting Time	Class meets on Thursday's at 6:00PM CDT
Instructor	Gina Hansen
Doane Email Address	gina.larson@doane.edu
Textbook Information: (e.g. title, edition, publisher, ISBN)	Title: Public Relations Author: D. Lattimore, O. Baskin, S. Heiman, E. Toth ISBN-13: 9780073512051 ISBN-10: 0073512052 Link to Doane Bookstore: https://www.bkstr.com/doaneuniversitystore/shop/textbooks-and-course-materials
Additional Course Materials	
Course Description	A course providing a basic understanding of public relations processes, practices and effects, focusing on public relations as a career. It also provides an understanding of how public relations decisions affect various occupations in an increasingly technological and intercultural environment. The course reviews key social science concepts, such as public opinion,



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persuasion, and systems theory, and the ethical, analytic, and strategic approaches used by public relations professionals.

Foundational Area of Knowledge

Course Learning Outcomes/Objectives

Describe the history and theories of public relations, use the basic vocabulary of the public relations practitioner, and recognize and discuss public relations as used by institutions, business, politics, government, and other organizations. Students will also be able to develop writing skills for public relations tactics, use critical thinking to identify organizational problems, to offer appropriate public relations suggestions for their solution, and to identify the ethical implications of public relations practices.

Technology Requirements

For the successful use of Canvas please refer to Doane University's [minimum computer requirements](#). This may also include:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Word processing software -Microsoft or Google Docs
- Webcam and mic

Syllabus Addendum

[Addendum](#) includes information regarding:

- Academic Support
- Military Friendliness & Services
- Study Time
- Credit Hour Definition
- Catalog and Policies

Technological Support

If you are in need of technical assistance, please contact the service center at 402-826-8411 or by email at help@doane.edu.

Learning Management System

Canvas: <https://doane.instructure.com>

Campus Network or Canvas Outage

When access to Canvas is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you



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can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).