COURSE OUTLINE: MKT403 - PUB REL STRATEGIES

Prepared: School of Business
Approved: Bob Chapman - Dean

Course Code: Title	MKT403: PUBLIC RELATIONS STRATEGIES
Program Number: Name	2057: BUSINESS - MARKETING
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2025-2026
Course Description:	This course will provide students with the history and development of public relations as a key operational component in organizations. Students will be provided with the opportunity to understand and create various public relations strategies aimed at reactively and proactively supporting the needs of their company, institution or organization. Students will gain an awareness of the importance of public relations planning within an organization through increased awareness of the organizations image, positive benefits to the community and stakeholders, and the management of issues. The course will provide students with the opportunity to examine and discuss real life examples of effective public relations strategies, and strategies that have failed.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	SPT301
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2057 - BUSINESS - MARKETING** VLO 2 — contribute to the development of an integrated marketing communication plan* of a product*, concept, good, and/or service based on an identified market need or target VLO 8 — communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats VLO 10 — develop strategies with clients, customers*, consumers*, co-workers, supervisors, and others to maintain and grow working relationships VLO 11 — develop learning and development strategies to enhance professional growth in the field VLO 13 — operate within a framework of organizational policies and practices, when conducting business of the organization
Essential Employability Skills (EES) addressed in this course:	EES 1 — Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 — Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 5 — Use a variety of thinking skills to anticipate and solve problems.

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	EES 10 Manage the use of time and other resources to complete projects.
Course Evaluation:	Passing Grade: 50%, A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Public Relations, Strategies and Tactics by Wilcox, Cameron, Reber Publisher: Pearson Edition: 12th ISBN: 9780137847624 (180 day access) 9780137847853 (lifetime access)

Course Outcomes and Learning Objectives:	

Course Outcome 1	**Learning Objectives for Course Outcome 1**
Explain the process in developing a Public Relations strategy.	1.1 Identify key elements required in a public relations strategy. 1.2 Describe the various stakeholders within the strategy. 1.3 Discuss the review and approvals process.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Describe the supportive relationship between Public Relations and Events.	2.1 Identify the integration of events into a public relations strategy. 2.2 Describe the various types of events used to support public relations plans. 2.3 Discuss the development of public relations event options. 2.4 Utilize various evaluation techniques to measure the effectiveness of public relations activities in supporting and enhancing events.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Create an Issues Management Plan.	3.1 Define reactive and proactive issues management strategies. 3.2 Describe the key elements of an Issues Management plan. 3.3 Discuss the impacts of issues on corporate image.

Evaluation Process and Grading System:	

Evaluation Type	Evaluation Weight
Final Exam	25%
Mid-term Exam	25%
Participation and reflection	10%
Public Relations Strategy Assignment	25%
Quizzes	15%

Date:	December 19, 2025
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.