

COMMON COURSE OUTLINE
MCOM 202
Media Production for Public Relations
3 Semester Hours

The Community College of Baltimore County

Description

Media Production for Public Relations

Focuses on and provides insight, awareness, and knowledge involving the organization, management, and consequences of communicating information to a defined public; provides instruction in the methods of gathering information, writing scripts using specific script models, and producing practical press releases using audio and video production equipment.

Prerequisites: MCOM 102 or MCOM 231; or permission of instructor

Overall Course Objectives

Upon successful completion of this course students will be able to:

1. Differentiate public relations as a service-oriented profession.
2. Determine, demonstrate, and perform a working knowledge of the responsibilities associated in publicity and advertising.
3. Explain, compare, and contrast effective television, web-site and internet, and print advertising.
4. Analyze, determine, and recommend genres of advertising appropriate for the particular medium.
5. Amortize, explain, and prepare comprehension of the electronic equipment associated with scripting and editing for the different forms of media.
6. Assess, decide, and recommend script models used in television, web-site and internet, film, and radio.
7. Analyze and apply the ethics and policies concerning the management of Public Relations.
8. Distinguish and recommend various visual projection methods.
9. Determine and assess the differences between uncontrolled and controlled publicity.

Major Topics in Survey of Public Relations

- I. Historical survey of Public Relations.
- II. The role of Public Relations.
- III. Preventing or resolving problems employing Public Relations; how Public Relations may present or create problems.
- IV. The value and use of Public Relations.
- V. Criticism of Public Service Announcements for Television and Radio.
- VI. Research and writing scripts for Television.
- VII. Methodologies for gathering demographic and other information for researching Television, Radio, and Print media audiences.
- VIII. Preparing press releases.
- IX. Management and timing of Public Relations releases.
- X. Organizational communications with professionals in media.
- XI. Publicizing special events.
- XII. Performance before camera of selected Public Relations presentations.
- XIII. Public Relations and the Law: Government regulations; Liabilities; Contracts.

Course Requirements

1. Attendance and active participation in class.
2. A minimum of 1 written and 1 oral examinations.
3. Reading and writing assignments, especially but not limited to Public Relations announcements, releases, scripts, commercials, and placements.
4. Critique a minimum of 2 professionally derived Public Relations presentations.
5. At least 1 group collaborative project involving research, development, and presentation of a Public Relations program or presentation.
6. An annotated paper on the ethical and legal obligations of the publicist.

Other Course Requirements

To assist in the development of a learning community in the learning centered or learning first concept students in MCOM/THTR 201, Television Studio Production and/or MCOM 149/SPCM 149, Television and Radio Announcing

may collaborate with students in MCOM 202 for production values of written and oral assignments.

The Community College of Baltimore County is committed to providing a high-quality learning experience that results in a growth of knowledge, attitudes, and skills necessary to function successfully as a transfer student, as a career, and as a citizen. To accomplish this goal, we maintain high academic standards and expect students to accept responsibility for the individual growth by attending class, completing all homework and other assignments, participating in class activities, and preparing for tests.