PRCM Student Learning Outcomes & Curriculum Map

Public Relations, B.A.

The public relations curriculum is designed to allow students to master all elements of the public relations process – research, planning, communication, and evaluation. Students learn about theory, strategy, tactics, multimedia, and the application of concepts to practice public relations in today's world. They are exposed to critical thinking, ethical reasoning, and problem solving in core and major-specific classes; they integrate these skills with applied ones such as writing, strategic thinking, and knowledge of emerging media in their curriculum.

Public relations majors gain a significant hands-on, applied experience while at Auburn. The program is proud of its service-learning component, which requires students to work in teams with community partners in multiple classes. Through such projects, students are able to gain experience while within the classroom. An internship is required so students further refine their practical skills and develop networking opportunities.

Student Learning Outcomes

The program's SLO's are adapted from the ACEJMC's "Professional Values and Competencies" and mirror the SLO's of the journalism program.

All graduates should be aware of certain core values and competencies and be able to:
1. understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
2. demonstrate an understanding of the history and role of professionals and institutions in shaping public relations;
3. demonstrate an understanding of gender, race, ethnicity, sexual orientation, and other forms of diversity in relationship to public relations;
4. demonstrate an understanding of the diversity of groups in a global society in relationship to public relations;
5. understand concepts and apply theories in the use and presentation of images and information;
6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. think critically, creatively and independently;
8. conduct research and evaluate information by methods appropriate to the public relations profession;
9. write correctly and clearly in forms and styles appropriate for the public relations profession and the audiences and purposes they serve.
10. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
11. apply basic numerical and statistical concepts; and
12. apply tools and technologies appropriate for public relations.

Curriculum Map Course name 1-Introduces; 2-Reinforces; 3-demonstrates mastery	1. Understands laws	2. Understands history	3. Grasps domestic diversity	4. Understands global diversity	5. Applies theories	6. Understands ethics
Required Courses						
1100 Fundamentals	N/A	N/A	N/A	N/A	N/A	N/A
2400 Foundations of PR	1	1	1	1	1	1
2500 Case Studies & Ethics	2	2	2	2	2	2
3000 Multimedia Writing for PR	1	2	2	2	2	2
3260 Strategic Communication	2	2	3	3	2	3
4020 Digital Style & Design	3	3	3	3	2	3
4400 PR Research	3	3	3	3	2	3
4500 PR Campaigns	3	3	3	3	3	3
4920 Internship	3	3	3	3	3	3
PR Elective Courses						
3080 International PR	2	2	3	3	2	2
3090 PR in Political Processes	3	2	2	2	2	2
3270 PR in the Not-For-Profit Arena	2	2	2	2	2	2
3280 Social Media & PR	3	3	3	2	2	3
JRNL Related Courses						
2210 Newswriting	1	1	1	1	N/A	1
2310 Reporting	2	2	2	2	2	2
3220 Feature Writing	2	2	2	2	2	2
3410 Photojournalism	1	1	2	2	2	
3470 Editing & Design	N/A	N/A	2	2	2	2
3510 Multimedia JRNL	2	2	2	2	2	2
3530 Sports Reporting	2	2	2	2	2	2
4320 Entrepreneurial JRNL	2	2	2	2	2	2
4410 Journalism History	2	3	2	3	2	2
4417 Honors Journalism History	2	3	2	3	2	2
4490 Literary Journalism	N/A	2	2	2	N/A	2
4870 Community JRNL	3	3	3	3	3	3

Curriculum Map Course name 1-Introduces; 2-Reinforces; 3-demonstrates mastery	7. Think critically	8. Conduct, evaluate research	9. Writes clearly, correctly	10. Evaluates self, others	11. Applies numerical concepts	12. Applies tools, tech
Required Courses						
1100 Fundamentals	1	N/A	1	1	1	N/A
2400 Foundations of PR	1	1	1	1	1	1
2500 Case Studies & Ethics	2	2	2	2	2	2
3000 Multimedia Writing for PR	2	2	2	2	2	2
3260 Strategic Communication	2	2	3	3	2	3
4020 Digital Style & Design	3	3	3	3	2	3
4400 PR Research	3	3	3	3	3	3
4500 PR Campaigns	3	3	3	3	3	3
4920 Internship	3	3	3	3	3	3
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3090 PR in Political Processes	3	2	2	2	2	2
3270 PR in the Not-For-Profit Arena	2	2	2	2	2	2
3280 Social Media & PR	3	3	3	2	2	3
JRNL Related Courses						
2210 Newswriting	1	N/A	1	1	1	N/A
2310 Reporting	1	1	1	1	1	1
3220 Feature Writing	2	2	2	2	2	2
3410 Photojournalism	2	2	N/A	2	2	2
3470 Editing & Design	3	N/A	2	3	2	2
3510 Multimedia JRNL	2	2	2	2	2	2
3530 Sports Reporting	2	2	2	2	2	2
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