

Intro to Public Relations

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

Week 1

Introduction to public relations: What is PR? What can PR can achieve? Creating a tactical PR plan, from determining strategies to developing key messages.

Assignment: Create a tactical plan.

Week 2

Five-step writing formula: troubleshooting the writing process. Banishing writer's block. The first-step writing formula. Structuring and writing a professional-level biography.

Assignment: Write a biography.

Week 3

Media outreach: creating a targeted media list. Writing a thorough media advisory. Writing a powerful media pitch letter.

Assignment: Write a pitch letter.

Week 4

News releases: release topics. The two keys to a successful release. Writing a news release from headline to boilerplate. Formatting a news release.

Assignment: Write a news release.