# Media & Public Relations Course No. 43115 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes: Media Design and Communications (11.0801)

Course Description: **Technical Level:** This course will build skills needed to communicate messages to the public through advertising and public relations activities. Topics will include conflict awareness, reliability of sources, creating publicity materials, advertising and public relations campaigns and working with the media on behalf of clients.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Analyze career paths in the advertising and public relations fields.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Demonstrate understanding of how ideas and information flows through government, public administration, the media industry, the business community, and the general public. |  |
| 1.2 | Compare the ethical responsibilities of content creators according to the position’s professional standards of ethics. Ex. SPJ, AMA, NPPA, AIGA, PRSA etc. |  |

## Benchmark 2: Demonstrate technical skills related to careers in the advertising and public relations fields

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Analyze situations for any appearance of conflict of interest and plan for consequences. |  |
| 2.2 | Understand public segmentation in order to communicate to segmented public/audience (vs. general audience) groups. |  |
| 2.3 | Obtain data and information from sources recognized to be reliable |  |
| 2.4 | Analyze the reliability of data and information from available resources and understand how and when to analyze and visualize data to tell compelling stories. |  |
| 2.5 | Analyze situations to determine appropriate communication formats. |  |
| 2.6 | Prepare proposals and arguments regarding issues that are professional and diplomatic in presentation. |  |
| 2.7 | Apply logical reasoning skills and experiences to anticipate counter arguments. |  |
| 2.8 | Use carefully selected images and figures of speech for reinforcing a position |  |
| 2.9 | Recognize and address sources of conflict among constituents through a variety of research techniques. |  |
| 2.10 | Identify common marketing and promotional strategies. |  |
| 2.11 | Apply persuasive techniques to convince individuals or groups to take desired actions or avoid undesirable actions. |  |
| 2.12 | Engage the audience through social media about an issue of public concern to increase awareness or promote good will. |  |
| 2.13 | Develop an effective media presentation about an issue of public concern. |  |
| 2.14 | Plan communication strategies to maintain favorable public perceptions of a policy, organization or individual. |  |
| 2.15 | Prepare or edit organizational publications for internal and external audiences, including newsletters, and reports, and online and social media. |  |
| 2.16 | Understand the similarities and differences between advertising and public relations and how each can be used on behalf of clients. |  |
| 2.17 | Analyze the role of advertising and public relations agencies in the development of promotional campaigns to promote products/services, organization or individuals. |  |
| 2.18 | Develop a public relations/advertising campaign based upon an organization’s objectives, promotional policies and needs to influence public opinion or promote ideas and services. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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