

Outcomes and Assessments for Public Relations

Learning Outcomes:

1. Students will be able research, write, and design articles, newsletters, and fliers, brochures, and announcements.
2. Students will be able to critically analyze and develop corrective campaigns for a variety of public relations critical situations.
3. Students will be able to develop a variety of different public relations campaigns to meet specific objectives.

Assessments:

1. Students enrolled in the public relations organizations class, working in teams, develop a campaign for either an existing or a created business that demonstrates all of the above through a structure presentation to the client or the class.

Use of Assessment Findings

1. Content of the copy and layout class has been slightly modified to raise level of student competence in both writing and designing.
2. Content of the case problems class has been modified to require students to develop and present to the class corrective campaigns at the final step in each case analysis.