

PUBLIC RELATIONS, SKILLS COMPETENCY AWARD (SCA)

Overview

Skills Competency Award in Public Relations. Public Relations is a fast-growing field with excellent employment opportunities, particularly at the entry level. This Skills Competency Award demonstrates a level of knowledge and training in basic Public Relations planning and skills, and gives students hands-on experience in these areas. This SCA enhances students' ability to obtain entry level jobs in Public Relations and Advertising Agencies, nonprofit organizations, government agencies and all sectors of the business world.

Requirements

Skills Competency Award Requirements

Complete all department requirements with a "C" or higher or "P" in each course. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Code	Title	Units
Department Requirements		
COMM 171	Mass Media and Society	3
COMP 139 & COMP 271 or COMM 161	Social Networking for Business and Business Communications Communication in Organizations	3-3.5
JOUR 101	Reporting/Writing I	3
JOUR/MKT 135	Public Relations	3
MKT 101	Introduction to Marketing	3
Total Units		15.00-15.50

Learning Outcomes

1. Identify the definitions of and relationships between Public Relations (PR), Marketing, Mass Media, Social Media and Journalism.
2. Demonstrate the steps in strategic planning for Marketing and PR, including developing goals, strategies, and tactics; conducting research, tracking and evaluation; identifying audiences and fashioning appropriate messaging; and fashioning campaign tools and executing plan tactics.
3. Exhibit the ability to create written PR tools, including press releases, collateral materials (such as biographies and fact sheets), public service announcements, photo captions, photo opps, and pitch letters, brochure and website content, among others.
4. Apply in written work the key elements of news writing style: active writing, brevity and clarity; the use of active voice and professional tone; application of journalistic procedures and news judgment; and use of inverted triangle format. Produce materials with a minimum of errors, reflecting use of prewriting, proofreading and revision.
5. Identify current trends and developments in PR, marketing and mass media, particularly the impact of use of social media.
6. Explain what makes "news" in the various media and constitutes a newsworthy PR pitch in each, taking into account the role, organization and influence of the mass media in shaping U.S. culture and society.
7. Exhibit oral communication skills in regards to pitching stories, making oral presentations and/or in interviews.

8. Demonstrate problem-solving skills, creative and critical thinking, professional ethics, and the ability to work cooperatively in interpersonal and small group settings to successfully accomplish tasks.