



Teaching the Introductory Public Relations Course: Pedagogical Recommendations

LaKesha N. Anderson

Keywords: public relations, pedagogy, higher education, teaching

Abstract: This article explores the foundations and the content areas that ground the introductory public relations course. Examples of two assignments designed to help students think critically, apply knowledge, and improve their writing skills are offered, as well as the identification of several challenges both students and instructors face and a brief discussion of the unique advantages provided by this course.

Heath (2001) defined public relations as “a relationship-building professional activity that adds value to organizations because it increases the willingness of markets, audiences, and publics to support them rather than oppose their efforts” (p. 8). This understanding of public relations, often described as *relationship management*, still is relevant today; however, key words such as “influence” and “engagement” have begun to creep into the industry jargon. Modern public relations, then, is essentially about engaging stakeholders in a relationship that spans across multiple platforms in an effort to influence public perceptions of a client organization. This article highlights some of the concepts and models that ground most introductory public relations courses, content areas often addressed in these courses, assignments that may be of value when teaching the course, and both student- and instructor-centered issues related to teaching public relations.

Foundations

There is no one theory of public relations. Rather, myriad theories and models have attempted to define public relations. Systems theory emerged early as the primary theoretical framework guiding public

Teaching The Introductory Public Relations Course A Communication Perspective

Liyong Dong



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