Public Relations Specialist

Need a Good Paying Job?

Register now! Classes start November 28

*Expand your skills and stand out
from other applicants!*

Full Scholarships Available for Everyone!

Public Relations Specialist (Nine Months)

Average wage of $57,487/year if you continue your studies to get a bachelor's degree.

Public relations professionals work to establish and maintain mutually beneficial relationships between an organization/client and its constituents. They work in a variety of settings: corporate, small business, PR counseling firms, government agencies, political campaigns, and nonprofit organizations. The Public Relations Specialist program emphasizes research and measurement; strategic planning; fundraising; professionally designed, written, and targeted tactics; and ethical practice. This 9-month program will prepare students for immediate employment—possessing vital skills in critical thinking, writing, research, program planning and management, creative problem solving, and relationship building typical to the Public Relations career pathways.

Over 90% obtain employment within 2 to 3 months of graduation!

The American Indian Opportunities Industrializations Center (AIOIC) was founded in 1979 and is an accredited post-secondary institution. **Everyone is welcome to apply!**

Free Career Placement Support After Graduation

- Assistance with resume and online job applications
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American Indian OIC
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**1845 East Franklin Avenue
Minneapolis, MN 55404**

For information or to register for classes, please call ▶ ▶ ▶

(612) 341-3358
www.aioic.org

PUBLIC RELATIONS SPECIALIST COURSE LIST

Block I

Introduction to Computers (3 credits/75 hours)
This course prepares the student to use computers and peripheral equipment and to conduct the fundamental opening of electronic files, saving of changes, copying of electronic files, and other utilities. The student uses a selection of common software applications to practice these skills, including presentation programs, work processing, Internet browsers, database, and spreadsheet. It requires the student to demonstrate these skills individually.

Introduction to Public Speaking (3 credits/75 hours)
This course introduces students to the *conceptual knowledge* and *practical skills* needed for effective public speaking. The coursework will prepare students for professional pathways that will lead them on into today's high demand careers. Students will research, prepare, and present a series of speeches within this class in order to further develop the skill sets needed to become proficient public speakers.

Marketing (3 credits/75 hours)
This course provides an overview of the marketing process, the marketing environment, and consumer behavior. Students will learn to develop and implement an effective marketing plan, which includes identification of customer or client and the appropriate mix of product, price, promotion, production, and distribution.

Principles of Public Relations (3 credits/75 hours)
A survey course covering basic Public Relations principles including definitions, management models, and current procedures that are standard for the profession are studied. Through a series of written analysis, students will evaluate the effectiveness of common practices within Public Relations—including targeting audiences, business planning, media relations, and research techniques. Emphasis is placed on applied management functions and the development of effective Public Relations strategies in today's market.

Writing Fundamentals (3 credits/75 hours)
This course focuses on the core competencies required for skilled writing used within today's professional environment. Students will complete assignments practicing sentence and basic paragraph structure, general improvement of grammar, usage, and punctuation skills. In addition, students will employ critical thinking strategies and the writing process to respond to a wide variety of writing situations. The class will also involve an examination of the more formal writing elements.

Block II

Advanced Writing (3 credits/75 hours)
This writing-intensive course will further improve the student's critical thinking, reading, and writing skills. Student will develop strategies for turning their experience, observations, educational training, and analyses into evidence suitable for developing written communication tools to be used within the career pathways related to Public Relations. Students will learn to prepare and write press releases, biographies, fact sheets, speeches, brochures, newsletters, and press kits. *Prerequisite: Writing Fundamentals.*

Fundamentals and Fundraising (3 credits/75 hours)
Effective fundraising requires sophisticated methods of identifying, cultivating, and soliciting potential donors. This course provides an overview of the techniques needed in developing an inventory of skills to meet the challenges of the fundraising profession. This course provides the fundamentals of fundraising across a spectrum of industries—including nonprofit organizations, community-based agencies, political campaigns, and corporations—with special emphasis on the challenges faced by small-to-mid-sized community organizations. Students will develop viable written strategies for attracting diverse and sustained financial support for nonprofits and develop written strategies for dealing with key constituents, trustees, legislators, and the press, as well as other important stakeholders. This course will also provide practical, hands-on exploration of the skills and knowledge needed to equip managers of nonprofits to position their organizations effectively in the community.

Internet Programs (3 credits/75 hours)
This course is an introduction to the design, creation, and maintenance of web pages and websites. Students learn how to critically evaluate website quality. Students will also create and maintain quality web pages to understand web design standards and why they're important, and to create and manipulate images. This course will also prepare students to use common email data storage and transmission functions, communication programs, and to make effective use of browsers, search engines, and FTP. Students will evaluate websites and assist in a student-based website project, using HTML and web page development software.

Introduction to Graphic Design (3 credits/75 hours)
This course is an introduction to the fundamental principles of graphic communication. Instruction will incorporate traditional hand-rendering methods as well as use of computer programs (including Adobe Photoshop, InDesign, and Illustrator). The class will integrate various materials, visual principles, and design processes to create strong graphic communication that appropriately conveys messages. Students will develop fluency in the visual language to form a basis of aesthetic judgment—in addition to developing methods of analysis and inquiry that underlie creative thinking.

Mass Communications (3 credits/75 hours)
This course focuses on the understanding of how media operates with emphasis on contemporary social, economic, political, cultural, and ethical issues as influenced by mass media (film, television, radio, print, and e-media). In addition, emphasis will be placed upon areas of specialization, media relations, and simultaneous multi-public messages. Students will be provided with the opportunity to work through the strategic communication planning process from written situation analysis through to the development of communication objectives while participating in the creation of advertising copy and layout.

Block III

Event Planning (3 credits/75 hours)
This course focuses on how to coordinate and manage educational, outreach, and fundraising events. Students will focus on project management by guiding a planned event from start to finish. Students will define the scope, create well-defined requirements, and develop work breakdown structures for an event. Students are also prepared to evaluate the contractual needs based on goals and objectives of the meetings and conventions. Other issues to be examined include the proper staffing of events, volunteer engagement and coordination, and data tracking regarding participants. Potential risks of events and event types are assessed and considerations for a corresponding contingency plan are outlined.

Graphic Design II (3 credits/75 hours)
This course covers advanced concepts and processes of graphic design and portfolio preparation**.** Students explore the creative process by combining bitmap, vector graphic, and page layout software, as well as traditional art and design media, toward original design solutions. Projects involve advanced digital imaging and typography, packaging and multi-page documents, pre-press and internet preparation. *Prerequisite: Introduction of Graphic Design.*

Marketing II (3 credits/75 hours)
In this course, students will learn how to identify, monitor, and use key performance indicators (KPIs) to plan, execute, and assess the performance of marketing activities regarding a particular industry. Emphasis will be on the managerial aspects of marketing plans, including analysis of the external environment. Another key element of the course will include the relationship of the "marketing mix" to overall strategic planning. Armed with these metrics, students will then be able to improve the effectiveness of a firm's marketing efforts through the development and implementation of their very own marketing plan. *Prerequisite: Introduction of Marketing.*

Service Learning Experience (3 credits/120 hours)
This course provides occupational experience relevant to the students' program of Public Relations Specialist. A training plan is developed for each student in cooperation with a supervisor at the training site and with our Employment Service Counselors. The students will apply skills and knowledge acquired during the completion of their coursework to an actual work setting.

Social Media (3 credits/75 hours)
This course is grounded in the practice and direct application of social networking and social media technologies in the context of advertising and brand management within a marketing campaign. Students will be required to participate in social networks, forums, blogs, wikis, micro-blogs, and more. In addition, students will construct e-newsletters, e-blasts, and e-security/e-brand management activities. Class discussions, presentations by students, readings, and examples of emerging technologies and media will bring greater understanding of the issues, evolution, and practice of the emerging field of social media. We will also learn from case studies, invited speakers, and our own learning journals, new effective strategies and applications of these platforms.

Financial Aid

Student financial aid is available in eligible programs for students who qualify. The school participates in the Pell Grant Program, Minnesota State Grant (MHESO), Minnesota Indian Scholarship Assistance Program and various other grant programs. Supplemental Educational Opportunity Grants (SEOG) and Work-Study may also be available to qualifying students.