

ARIZONA WESTERN COLLEGE  
SYLLABUS

## MKT 160 COMMUNITY MARKETING AND PUBLIC RELATIONS

Credit Hours: 3 Lec 3

PREREQUISITE: MKT 110 Principles of Marketing

COURSE DESCRIPTION

In this course, students will learn the importance of building strong relationships with local communities, local partners, and stakeholders. This involves learning effective communication strategies, event planning, and community engagement techniques to support public, private, and non-profit marketing. They will also learn the importance of cause marketing, brand reputation management, crisis communication, and grant-writing. Additionally, students will explore the use of social media and digital platforms to foster community connections and promote positive public perception.

1. COURSE GOALS

The goal of this course is to equip students with the skills and knowledge necessary to engage with local communities and stakeholders, utilizing strategic communication, event planning, and digital platforms to support marketing efforts across public, private, and non-profit sectors. Students will develop a comprehensive understanding of cause marketing, brand reputation management, crisis communication, and grant-writing to foster positive community relationships and enhance public perception.

2. COMPETENCIES

Upon satisfactory completion of this course, the student will be able to:

- 2.1 identify and analyze key stakeholders in local communities and develop strategies to build and maintain strong relationships with them.
- 2.2 apply effective communication techniques to engage with diverse community groups and partners.
- 2.3 learn to plan and execute community events that support marketing objectives and foster community engagement.
- 2.5 utilize social media and digital platforms to connect with communities and promote positive public perception.
- 2.6 learn the importance of managing brand reputation through proactive and reactive communication strategies
- 2.7 learn to prepare and execute crisis communication plans to effectively handle public relations challenges.
- 2.8 learn about how to write compelling grant proposals to secure funding for community and marketing initiatives.

3. METHODS OF INSTRUCTION

- 3.1 Lectures
- 3.2 Resource reading material
- 3.3 Class discussions
- 3.4 Student projects
- 3.5 Research

4. LEARNING ACTIVITIES

- 4.1 Reading assignments
- 4.2 Discussion board activities

4.3 Campaign development|

4.4 Case studies

5. EVALUATION

5.1 Class participation

5.2 Assignments

5.3 Case studies

5.4 Student projects

6. STUDENT RESPONSIBILITIES

6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.

6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.

6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.

6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.

6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.

6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for "No Show" reporting during the first 10 days of each semester.  
Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.

For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):

- Submitting an academic assignment
- Taking an exam, an interactive tutorial or computer-assisted instruction
- Attending a study group that is assigned by the school
- Participating in an online discussion about academic matters
- Initiating contact with a faculty member to ask a question about the academic subject studied in the course