Course Title: Public Relations Boot Camp for Startups  
Course Code: BUS 43  
Instructor: Priss Benbow

Course Summary:  
This five-week class teaches students to write the most important public relations (PR) materials for their startup to build visibility, credibility, and help increase sales.

*Please see course page for full description and additional details.

Grade Options and Requirements:  
• No Grade Requested (NGR)  
  o This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.  
• Credit/No Credit (CR/NC)  
  o Score will be determined by student attendance and participation.  
• Letter Grade (A, B, C, D, No Pass)  
  o Written work, as assigned by the instructor, will determine a student’s grade.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Weekly Outline:  

Week One  
• What is marketing and how does public relations fit in?  
• Public Relations – how has it changed, stayed the same?

Week Two  
• Discussion and Review of Frequently Asked Questions (FAQs) – Top 10 questions (handout provided)  
• Exercise: FAQs (handout and homework)  
• Exercise: Messaging (handout and homework)

Week Three  
• Exercises: Write the four most important materials (worksheets provided)  
  - FAQs  
  - Company History  
  - Fact Sheet  
  - Biographies

Please contact the Stanford Continuing Studies office with any questions  
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650-725-2650
Week Four – press release
• Review list of newsworthy ideas (handout provided)
• Exercise: Write a press release (worksheet provided)
• How to use and distribute a press release – traditional, social media
• How to measure press release results

Week Five - measurement
• Ways to measure PR
  - Traditional (Harvard study)
  - Annenberg Gap Study
  - Advertising equivalent
  - Social media - measurement options