Course Title: Public Relations 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)
  - 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)
  - Score will be determined by student attendance and participation.
- Letter Grade (A, B, C, D, No Pass)
  - 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

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