

**WILMINGTON UNIVERSITY  
COLLEGE OF TECHNOLOGY  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Public Relations Analytics

**COURSE NUMBER:** COM 6300

**I. MAJOR INSTRUCTIONAL GOALS:**

**GOAL A:** Analyze a PR campaign for accountability and measurability

**Learning Outcomes:** The student will:

A-1. Utilize current technology tools and analyze communication data

A-2. Develop a professional public relations report using analytics information

**GOAL B:** Plan a PR campaign that uses data to formulate decisions