

GUIDE TO THE EVALUATION OF EDUCATIONAL EXPERIENCES IN THE ARMED SERVICES

COURSE EXHIBIT

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DD-0504-0024 v1

Title: PUBLIC AFFAIRS OFFICER QUALIFICATION
(Public Affairs Officer)
(Public Affairs Qualification)

Course Number: AFIS-PAOC; DINFOS-PAOQC.

Location: Defense Information School, Fort Meade, MD.

Length: 8–9 weeks (326–346 hours).

Exhibit Dates: 7/97–9/08.

Learning Outcomes: Before 7/97 see [DD-0504-0018](#). Upon completion of the course, the student will have the skills to manage a public affairs office, plan and supervise processes and techniques, direct internal and external communications, and manage media communication for a public affairs office.

Instruction: This course is taught with a mixture of classroom activities, lectures, and discussions and is reinforced by practical exercises. Evaluation is conducted using both paper and pencil examination and performance evaluations with an emphasis on the latter. Content includes the principles of public relations, policy and planning, legal and ethical considerations, internal communication, community relations, and media relations. International press and cultural sensitivities are also included. Specific skills include discussions and decisions in public relations and crisis and risk management.

Credit Recommendation: In the lower-division baccalaureate/associate degree category, 3 semester hours in news writing and editing, 3 in principles of public relations, and 1 in public speaking. In the upper-division baccalaureate degree category, 3 semester hours in advanced public relations (2/05)(2/05).

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ACE course reviews are conducted by faculty currently teaching at appropriately accredited colleges and universities. Faculty teams analyze the course's instructor materials, student materials, and assessments to determine if the content, scope, and rigor align to current postsecondary curricula. A minimum of 3 faculty evaluators must achieve consensus on credit recommendations. Please see [Faculty Evaluators - Home Page](#) for more information.

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