

FY15-17 EDUCATIONAL SKILL REQUIREMENTS
Public Affairs
4400
920

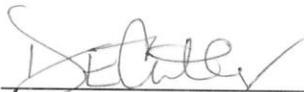
1. Curriculum Number: 920
2. Course taught at San Diego State University
3. Students are fully funded
4. Program length: 10 months
5. APC Required: N/A.
6. GRE Required: Yes. Verbal-150, Quantitative-142, combined Verbal and Quantitative-295, Analytic Writing-4.0.
7. Community Managers have agreed to allow billets to be coded for Public Affairs/4400P and officers to be educated for this curriculum.

Designator	Officer Community Manager Name	Approval Date
165X	CDR Kimberly Marks	13 November 2014

8. The officer must understand the fundamental concepts and be familiar with the basic functional area of public affairs within the Department of the Navy (DON) and the Department of Defense (DoD), including:
 - a. Foundations. Students must understand social science research methods (quantitative/qualitative) and theories of mass communication, with an emphasis on applying them in a practical and professionally-oriented context.
 - b. Applications. Students must be able to apply social science research methods (quantitative/qualitative) and theories of mass communication to plan, implement and evaluate an organization's communication with its publics. They must be able to provide communication expertise to organizational decision-making and serve as trusted counsel to commanders and senior staff.
 - c. Planning. Students must be able to develop, integrate and execute communication / public affairs plans at the operational and strategic levels within the domestic, joint and international arenas.
 - d. Roles. Students must understand and evaluate the unique utility of the public affairs professional in the corporate / military leadership team and how communication is an imperative to achieving objectives throughout an organization and at tactical, operational and strategic levels.

e. Process. Students must understand and be able to use communication processes, including the theory and practices of communication (organizational, interpersonal, persuasion, mass communication, digital, social, branding, and conflict resolution).

f. Ethics. Students must understand and be able to analyze key ethical and reputational issues organizations face in earning and maintaining the public trust.

APPROVED:  5/21/15
Chief of Information DATE

APPROVED: _____
President, NPS DATE

APPROVED: _____
Director, OPNAV N12 DATE