

COMM 260 Principles of Public Relations Summer 2020 Syllabus

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Office Hours: By appointment

Required Text: *Public Relations: The Profession & The Practice*, Lattimore, Baskin, Heiman, and Toth
ISBN: 978-0-07-351205-1

Introduction

Welcome to Principles of Public Relations! This course will help you develop an understanding of the public relations profession, practices, and the key issues. In this course we will focus on the basic principles, practices, and theories of public relations. In addition to lectures, there will be student presentations, discussions, and Q&A sessions with working professional guests.

Course Objectives are:

- To establish a basic understanding of the role of public relations in the business and social environment, and of its impact on government and business decisions
- To help you gain a better understanding of an organization's various publics
- To assist you in gaining an understanding of the various public relations activities
- To provide you with an opportunity to put into practice the concepts learned in this class by having you research and develop a public relations campaign.

Course Policies

Attendance

This course requires regular class attendance. To encourage participation and discussion this accounts for 600 points of your overall grade. In order to pass this class you must complete all 10 discussion sessions, you must complete and turn in all weekly assignments, and you must take your quizzes on the assigned date.

Academic Dishonesty

This is very simple- Abide by MBC's Honor Code. Do not cheat. Plagiarism means this thought is not your own and you copied a significant portion of someone else's work. This is an honor code violation.

Assignments

Late or handwritten work will not be accepted. There is no extra credit for this course. You are responsible for keeping all graded work until the end of the semester. If you question a grade, or whether your grade has been recorded, you need to be able to provide me with the original, graded assignment. If you receive a grade and would like to discuss it, please schedule an appointment with me. This offer stands for 7 days and after that the grade will stand as is with no further discussion.

American Disabilities Act (ADA)

Let me know if there are any special needs that you may have. I will work to make accommodations.

Grades

Final is based on a 1000 point total: A: 1000-930; A-:929-900; B+:899-870; B: 869-830; B-:829-800; C+:799-770; C: 769-730; C-:729-700; D+:699-670; D: 669-630; D-:629-600, F: 599-0

There is no mid-term for this class.

PR Project=100 points

Film Assessment=200 points: *Thank You for Smoking* or *The Queen*.

Final=100 points

Participation =600 (This includes discussions, weekly assignments and quizzes)

Class Schedule

Week 1: 5/26: History of PR, and What is PR? Reading for the week-Chapter 1-3, assignment one-generations.

Week 2: 6/1: Week one assignment due.. Quiz One on 6/5. Theory of PR, Law & Ethics. Reading for the week-Chapter 4-5 and case study questions pg. 66

Week 3: 6/8: Week two assignment due. PR Process-Research. Reading for the Week-Chapter 6 Handout- *News Releases* and PR article on Trump and PR.

Week 4: 6/15: Week three assignment due.PR Process cont. Group conferences. Reading for the Week-Read Chapter 7 & 8 and create a press release for your project.

Week 5: 6/22: Week four assignment due. Quiz Two on 7/3. Social Media, Defining Generations and Publics. Reading for the Week-Chapter 9, handout: *Social Media*, and the case study questions on page 256.

Week 6: 6/29: Week five assignment due. Reading for the Week- Chapter 10 & 11 and watch the video for HostelWorld with questions.

Week 7: 7/6: Week six assignment due. Projects conferences. Consumer Relations and Marketing. Reading for the Week- Chapter 12 and week seven assignment-Enron, Sarbanes-Oxley and current impact pg. 289.

Week 8: 7/13: Week seven assignment due. Quiz Three on 7/24. PR practices. Presentation Basics. Reading for the week-Chapters 13 and watch the video on humor and campaigns-answer questions.

Week 9: 7/20: Week eight assignment Due. Communication, PR Practices cont. Reading for the week-Chapter 14. Human Rights Campaign assignment.

Week 10: 7/27: Week nine assignment due. Quiz Four on 8/7. Reading for the Week- Chapter 15 and RSS feed assignment.

Week 11: 8/3: Week ten assignment due. Project Paper Due. Reading for the week- Chapter 16.

Week 12: 8/10: Film Paper Due 8/10. Public speaking tips and presentation skills.