

Public Relations Management  
JOUR 7450 / 8450-001  
Fall 2011 on campus

Instructor: Dr. Rick Fischer  
Office: (901) 678-2853  
Office: Meeman 306  
Home: (901) 754-2045  
Fax: (901) 678-4287  
E-mail: rfischer@memphis.edu

## SPECIFIC-COURSE REQUIREMENTS

### CATALOG / COURSE DESCRIPTION:

Development and management of public relations practice, department, or consultancy through study of planning and decision-making techniques; aspects of public relations practice that differ significantly from other enterprises; development of proposals and presentations; and management of financial and human resources.

### PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR 7450:

- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

### PREREQUISITE:

Graduate status

### COURSE TEXT AND READINGS:

Austin, E. W., & Pinkerton, B. E. (2006). Strategic public relations management.  
Routledge ISBN: 978-0-8058-5381-0 [www.routledge.com](http://www.routledge.com)  
[formerly] Erlbaum ISBN: 0-8058-5381-2 [www.erlbaum.com](http://www.erlbaum.com)

Paine, K. D. (2011). Measure what matters: Online tools for understanding customers, social media, engagement, and key relationships. Hoboken, NJ: Wiley.  
ISBN: 978-0-470-92010-7 (hardback)

Please read the assigned chapters **before** class. The instructor will distribute readings to supplement the text.

**HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET FOR JOUR 7450.**

**Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in society in relations to mass and targeted communications.
- Understand concepts and theories in the use and presentation of images and information.
- Understand ethical principals in public relations.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions.
- Apply tools and technologies appropriate for the public relations profession.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 7450:**

*Awareness:*

- Class builds on prior awareness of values and competencies.

*Understanding:*

- Understand concepts and theories in the use and presentation of images and information.
- Understand ethical principals in public relations.

*Application:*

- Choose appropriate communication strategies as it pertains to gender, race, ethnicity, sexual orientation, etc.
- Write two original papers using research.
- Prepare papers using appropriate technology and in APA 6<sup>th</sup> format.

**CLASSROOM FORMAT:**

Seminar

**Grading:**

Grading for the course will be:

Social media policy paper	40 percent
Dashboard	60 percent

**TENTATIVE TIMETABLE**

**Wednesdays at 5:30 p.m. CT USA**

---

Aug 31	Welcome. Strategic PR Taking stock <ul style="list-style-type: none"> <li>▪ Syllabus (by e-mail)</li> <li>▪ Four-step process (by e-mail)</li> </ul>
--------	--

Readings for this week: Austin and Pinkerton, chaps 1 - 2

---

Sep 7 PR Planning and *Social Media Policy (not in book)*

Readings for this week: Austin and Pinkerton, chaps 3 - 4

---

Sep 14 Research overview  
Sampling  
“Preliminary” research  
Focus groups

Readings for this week: Austin and Pinkerton, chaps 5 - 8

---

Sep 21 “Detailed” research  
Surveys  
Data collection and reporting

Readings for this week: Austin and Pinkerton, chaps 9 - 12

---

Sep 28 Theory and PR

Readings for this week: Austin and Pinkerton, chaps 13 - 14

---

Oct 5 Applications

Readings for this week: Austin and Pinkerton, chaps 15

---

Oct 12 Presenting campaigns

Readings for this week: Austin and Pinkerton, chaps 16, app. A & B

---

Oct 19 What do we measure? **Turn in Social Media Policy paper**  
Measurement Dashboard concept/readings

Readings for this week: Austin and Pinkerton, App. C  
Paine, chap 16

---

Oct 26 Intro. Measurement and getting started.

Readings for this week: Paine, foreword, preface, chaps 1 - 2

---

Nov 2 Measurement process and selecting tools.

Readings for this week: Paine chaps 3 - 4

---

Nov 9 Measurement in PR, marketing and advertising. Using numbers.

Readings for this week: Paine chaps 5 - 6

He concept of a dashboard.

---

Nov 16 Measuring events and influencers

Readings for this week: Paine chaps 7 - 8

---

Nov 23 Measuring relationships and what employees think.

Readings for this week: Paine chaps 9 - 10

---

Nov 30 Measuring during a crisis. Measuring relationships with salespeople, etc.

Readings for this week: Paine chaps 11 - 12

---

Dec 7 Measuring for nonprofits and higher ed. **Turn in: Dashboard**

Readings for this week: Paine chaps 13 – 14 plus epilogue

---

Dec 14 Present dashboards

**Notes:**

**1. We may change the syllabus by mutual agreement.**

**2. Full credit can be given only to assignments turned in on time (or earlier).**

### **Instructor's Welcome and Class Details**

This is a seminar course in which students are expected to “come to class” prepared to discuss assigned readings and other topics that may be identified from time to time by the instructor. The instructor will give quizzes at the start of class if needed to enforce this expectation. If needed we can add quizzes that will count for 10% of the final grade.

#### **OBJECTIVE OF COURSE:**

Students who successfully complete this course will be able to:

- Analyze the administrative needs of public relations departments and consultancies.
- Prescribe solutions to problems arising in the administration of these organizations.
- Monitor progress towards goals/objectives.

**MAJOR REPORTS** — In lieu of mid-term and final examinations, students will complete two major papers. The first will draw from outside research on the topic of social media policy. The other report will be an application paper from the Paine text.

Your first paper should outline the logic for a social media policy for your organization. It will include the elements you believe are appropriate for your organization. The actual policy should be an appendix to the paper. There will be deductions for errors in grammar, spelling, punctuation, and APA style.

The second application paper will be due on or before week 15. It will contain the logic for a measurement dashboard for your organization. You will include as an appendix the actual dashboard with the things you plan to measure, how often you propose to make the measurements, and how you plan to gather your data.

Plan on having both papers submitted through Turnitin.com.

The standard style guide for graduate work in the journalism department (except law and history) is APA 5<sup>th</sup> or 6<sup>th</sup>. No abstract, please. Free APA Guide: <http://owl.english.purdue.edu/owl/> This can get you started, but it is not a substitute for checking with the official Manual.

An APA 6<sup>th</sup> tutorial is at: <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>

Note: the paper should consist of at least 12 pages of text plus bibliographic citations. No more than 25 percent of bibliographic citations should deal with material from the Internet. Journal articles obtained through online sources are still journal articles (to me).

Differences between APA 5 and 6<sup>th</sup> are at:

<http://owll.massey.ac.nz/referencing/apa-5th-vs-6th-edition.php>

See also: <http://owl.english.purdue.edu/owl/resource/560/01/>

**Additional requirements for doctoral students:** In addition to all other specified work, graduate students will make an original contribution such that their papers would be suitable for a conference paper or refereed journal (with very little polishing).

**DASHBOARD.** Using class handouts and your own research – make up a “dashboard” to keep track of the pr activities you want to manage to move you towards your goals/objectives.

Use APA style with this paper. Describe what you want to track/measure, then describe how you intend to measure it. Show the result in a visual display.

<http://www.kdpaine.com/kdp/index.cfm/measurement-resources/dashboard-samples/examples-of-dashboards>

**Additional resources of interest:**

**Books:**

- Beard, M. (2001). *Running a public relations department* (2<sup>nd</sup>. Ed.). London: Kogan Page.
- Breakenridge, D. (2009). *PR 2.0: New media, new tools, new audiences*. Upper Saddle River, NJ: Pearson.
- Croft, A. C. (2006). *Managing a Public Relations Firm for Growth and Profit*. Binghamton NY: Haworth Press.
- Gillin, P. (2009). *Secrets of social media marketing*. Fresno, CA: Quill Driver.
- Lordan, E. J. (2003). *Essentials of public relations management*. Chicago: Barnham.
- Paine, K. D. (2007). *Measuring public relationships*. Berlin, NH: KDPaine.
- Phillips, D., & Young, P. (2009). *Online public relations*, 2<sup>nd</sup> ed. London: Kogan Page.
- Reich, B., & Solomon, D. (2008). *Media rules: Mastering today's technology*. Hoboken, NJ: John Wiley & Sons.
- Solis, B., & Breakenridge, D. (2009). *Putting the public back in public relations*. London: FT Press.

**Journals:**

Academy of Management Journal	InfoTrack OneFile
Academy of Management Review (start: 3/'80)	InfoTrack OneFile
Business Communications Review (start: 3/'91)	InfoTrack OneFile
Corporate Communications (Intl)	Humanities Abstracts
Corporate Reputation Review	ABI Inform
International Journal of Strategic Communication	
Journal of Business Communication	ABI Inform Gold Jan '92 pres. Exp. Acad. Index. General Reference Center Gold InfoTrac OneFile Bus. & Co. ProFile '95 pres.
Journal of Communication Management	Humanities Abstracts <a href="http://www.henrystewart.co.uk/journals/jcm">www.henrystewart.co.uk/journals/jcm</a> InfoTrack OneFile
Journal of Management	
Journal of Management Review	
Journal of Management Studies	InfoTrack OneFile
Management Communication Quarterly	ABI/Inform Global
Management Science	InfoTrack OneFile
PR Week US	Academic Univ. (Nexis/Lexis)
Public Relations Journal (online jour.)	<a href="http://www.prsa.org/prjournal/">http://www.prsa.org/prjournal/</a>
Public Relations Strategist	
Strategic Management Journal	JSTOR (1980 - 96) ABI Inform (199-pres.;
summaries)	

**Web:**

Institute for Public Relations Essential Knowledge Project  
<http://www.instituteforpr.org/> [search for Essential Knowledge Project]

UK PR Institute  
<http://www.cipr.co.uk/>

PR bibliography Wiki  
<http://prbibliography.pbwiki.com/>

PR books Wiki  
<http://prbooks.pbwiki.com/>

PRSA SilverAnvil awards site  
<http://prsearch.prsa.org/dbtw-wpd/Textbase/PPCNEW/silveranvil.htm>

PR Quickstart – overview of profession  
<http://www.prquickstart.org/>

**Convention paper archives (AEJMC).** Go to: [list.msu.edu/cgi-bin/wa?S1=aejmc](http://list.msu.edu/cgi-bin/wa?S1=aejmc)

Help is at: [www.well.com/user/eparker/helpinfo.html](http://www.well.com/user/eparker/helpinfo.html)

**Journalism and Mass Communication Abstracts. Browse theses and dissertation in our field.** Formerly published once a year. Now only available online. Contains thesis and dissertation topics for previous year. Great place to start looking for ideas. Go to: [www.aejmc.org/abstracts](http://www.aejmc.org/abstracts)

## DEPARTMENT POLICIES

**E-MAIL:**

You must have your UM e-mail account activated. If you prefer another provider, such as g-mail, we suggest that you have your UM e-mail forwarded to that account. Go to: [iam.memphis.edu](http://iam.memphis.edu) to have your e-mail forwarded to your preferred account. University policy requires that you check your e-mail daily. You are responsible for complying with any e-mail sent to you by your instructor or the University.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g., with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You

should consider this class your “job” in the educational process and be on time just as you would elsewhere.

**CHEATING:**

Don't. In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

“Your written work may be submitted to **Turnitin.com**, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

**INTELLECTUAL PROPERTY PROTECTION:**

Lectures, including PowerPoint slides, given/shown in this course are the property of the instructor and the University of Memphis. Class lectures may not be recorded in any form without the prior permission of the instructor and any guest lecturers that may speak in the class. Recordings, including class notes, may not be used for commercial purposes.

**DISABILITIES:**

Students with disabilities are invited to discuss special needs with the instructor. Reasonable and appropriate accommodations will be provided to students who present a memo from Student Disability Services (SDS). The Student Disability Services (SDS) office is in Wilder Tower, room 110. Phone: 678-2880.

**ONLINE SETEs.** You are urged to complete the SETEs evaluation of this Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously, and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in



shaping communications;

- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

**ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.