

**Organizational Public Relations**

JOUR 7440 / 8440-01, M50

Wednesdays at 5:30 p.m. CT USA

Spring 2011

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**COURSE OBJECTIVES:**

Students who successfully complete this course will be able to:

- Conceptualize and apply appropriate models of the organization and of public relations.
- Analyze the administrative needs of public relations departments and consultancies with an emphasis on internal relations and crisis communications.
- Prescribe solutions to problems arising in the administration of these organizations.

**SPECIFIC COURSE REQUIREMENTS:**

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.

**TEXTBOOKS:**

Argenti, P. A. (2009). *Corporate communication*, 5<sup>th</sup> ed. New York: McGraw-Hill.

Zaremba, A. J. (2010). *Crisis communication: Theory and practice*. New York: M. E. Sharpe.

**GRADING:**

Grading for the course will be as follows:

Paper #1	51 percent
Five cases and two “applying principles.”	49 percent
Each paper is worth 7% of category.	

**MAJOR PAPER AND CASES:**

- In lieu of mid-term and final examinations, students will complete one major paper and seven cases.
- Your paper should be suitable for a refereed paper competition at an academic conference or for publication by a refereed journal. There will be deductions for errors in grammar, spelling, punctuation, and APA style.
- The first paper will be due on or before March 9th.
- Plan on having your paper reviewed in 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://owl.massey.ac.nz/referencing/apa-5th-vs-6th-edition.php>
  - See also: <http://owl.english.purdue.edu/owl/resource/560/01/>

#### **ONLINE PROTOCOL FOR SYNCHRONOUS CLASSES:**

- First, take time to familiarize yourself with Wimba, the software that the University will be using for online class meetings this semester. You'll find two links to be especially helpful:
  - Wimba Classroom Getting Ready Guide  
<[http://www.wimba.com/assets/resources/WC\\_Getting\\_Ready\\_Guide.pdf](http://www.wimba.com/assets/resources/WC_Getting_Ready_Guide.pdf)>
  - Wimba Classroom Student Participant Guide  
<[http://webhelp.wimba.com/WC/v6\\_1/Participant\\_Guide/](http://webhelp.wimba.com/WC/v6_1/Participant_Guide/)>
- Second, make certain you understand how Wimba functions. The software is not a radical departure from Wimba Voice. If you have difficulties, please contact the Wimba help desk for answers to your questions (available 24/7). All you need do is get to a point at which you're ready to participate when the class meets for the first time.
- Third, test the audio and video components. You'd be best served by using a headset with a boom microphone. Reason: the headset will keep the mic at a constant distance from your lips, producing consistency in sound quality, which everyone will appreciate.
- Fourth, your instructor will send you a website address via email for your individual class.

(866) 350-4978 (USA/Canada)  
0800 007 6788 (UK)  
(703) 956-3917 (other)  
technicalsupport@wimba.com  
[www.wimba.com/technicalsupport](http://www.wimba.com/technicalsupport)

#### **ADDITIONAL REQUIREMENTS FOR DOCTORAL STUDENTS:**

In addition to all other specified work, graduate students will make an original contribution such that the paper would be a strong candidate for acceptance as a conference paper.

#### **CLASS DISCUSSION/PRESENTATION:**

1. Class discussion will focus on the readings indicated for that topic noted later in the syllabus. When you are the designated discussant, it will be your job to lead the discussion about that which you found particularly interesting, illuminating, or useful for the time allocate.
2. Discussants will be assigned for each reading before the first day of class.

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**JOUR 7440 / 8440 calendar**

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Jan 19 Welcome.

- Organizational environment
  - Syllabus (by e-mail)
  - Four-step process (by e-mail)

Readings: Corporate communication, chap 1  
Poss. supplemental readings by e-mail

Lead presenter:

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Jan 26

Strategy. Process.

Readings: Corporate Communication, chaps 2 – 3  
Poss. supplemental readings by e-mail

Lead presenter:

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Feb 2

Identity, image and reputation. CSR.

Readings: Corporate Communication, chaps 4 – 5  
Poss. supplemental readings by e-mail

Lead presenter:

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Feb 9

Internal communications.

Readings: Corporate Communication, chaps 7  
Poss. supplemental readings by e-mail

Lead presenter:

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Feb 16

Media relations. Investor relations.

Readings: Corporate Communication, chaps 6, 8  
Poss. supplemental readings by e-mail

Lead presenter:

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Feb 23

Government relations. Crisis communication.

Readings: Corporate Communication, chaps 9 – 10  
Poss. supplemental readings by e-mail

Lead presenter:

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Mar 2

Paper presentations (yours) Turn in first major paper

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Mar 9        *Spring break*

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Mar 16        Open Topics/topic potluck  
Bring an article to share. Present to group.

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Mar 23        Foundations

Readings: Crisis Communication, chap 1

Turn in: “apply the principles” (p. 7-8) on *one* of the 16 stories (pp. 3 – 6)

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Mar 30        Defining a crisis

Readings: Crisis Communication, chap 2

Lead presenter: \_\_\_\_\_

Turn in: “Apply the principles” (pp. 41-2). Pick *one* scenario (p. 42)

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Apr 6         Organizational theory and crisis comm.

Readings: Crisis Communication, chap 3

Lead presenter: \_\_\_\_\_

Turn in: Case 3.1

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Apr 13        Planning

Readings: Crisis Communication, chap 4

Lead presenter: \_\_\_\_\_

Turn in: Case 4.1

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Apr 20        Responding and ethics

Readings: Crisis Communication, chaps 5 – 6

Lead presenter: \_\_\_\_\_

Turn in: Case 5.1

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April 27      Teams and spokesperson training

Readings: Crisis Communication, chaps 7 – 8

Lead presenter: \_\_\_\_\_

**Turn in: Case 7.1**

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May 4            Wrapup.

**Readings:** Crisis Communication, chap 9

Lead presenter: \_\_\_\_\_

**Turn in: Case 9.1**

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).

## **DEPARTMENT POLICIES**

### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

### **CELLPHONES:**

You must turn them off during class.

### **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:**

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)

### **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.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.