

**Introduction to Public Relations**

JOUR3400-001

Fall 2012

Tuesday & Thursday, 2:40-4:05 p.m.

MJ100

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**COURSE REQUIREMENTS**

**CATALOGUE/COURSE DESCRIPTION:**

Development, scope and modern role of public relations; emphasis on problem solving, lectures and application of major public relations tools and practices.

**PREREQUISITE:** None

**TEXTBOOKS:**

*Public Relations: The Profession and the Practice* by Lattimore, D., Baskin, O., Heiman, S.T., Toth, E.L. (New York: McGraw Hill), 2012 (fourth edition).

**CLASSROOM FORMAT:**

The class will be presented in the lecture and discussion formats. Class discussion will involve application of the concepts within the public relations 4-step process to the group project.

**GRADING:**

The student's final grade will be based on a percentage of the following:

Three exams @ 200 points each	600 points
Group project applying the public relations 4-step process	200 points
10 pop quizzes @ 20 points each	200 points
Total possible	1,000 points

### **TENTATIVE TIMETABLE:**

<i>Date</i>	<i>Topic/Assignment</i>	<i>Readings</i>
Week 1	Course Overview, What is PR?	Chapter 1 & Lecture
Week 2	History of PR	Chapter 2 & Lecture
Week 3	Public Opinion, Publics & PR Theory	Chapter 3 & Lecture
Week 4	Types of PR practiced, the role of PR in organizational decision making	Chapter 3 & Lecture
Week 5	Ethics & Professionalism	Chapter 4 & Lecture
Week 6	<b>EXAM 1</b> , Public Relations Research	Chapter 5 & Lecture
Week 7	Planning, writing objectives	Chapter 6 & Lecture
Week 8	Action & Communication	Chapter 7 & Lecture
Week 9	Media, News Values & Publicity	Chapter 7 & Lecture
Week 10	<b>EXAM 2</b> , Evaluation	Chapter 8 & Lecture
Week 11	Not-for-Profit/Corporate PR	Ch. 15 & 16 & Lecture
Week 12	Media Relations, PR from a media prospective	Chapter 9 & Lecture
Week 13	Legal Considerations	Chapter 4 & Lecture
Week 14	Crisis Communications, Comparing PR, Advertising & Marketing	Chapter 9 & 12 & Lecture
Week 15	<b>EXAM 3</b>	

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR (NAME OF COURSE):**

- Demonstrate an understanding of the history and role of professionals and institutions shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relations to mass communications;
- Understand concepts and apply theories in the use and presentation of images and information;
- Think critically, creatively and independently;
- Critically evaluate their own work and that of others for accuracy, appropriate style and grammatical correctness;

#### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

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

- Define public relations.
- Distinguish public relations from other management functions.
- Explain how public relations evolved in the United States.
- Describe the activities of public relations – what PR people do.
- Identify an organization's key publics – including under represented publics.
- Describe and apply the public relations process – research, planning, action/communication and evaluation.
- Describe the various contexts for public relations.

**Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

- Earn a passing score on periodic exams.
- Work a public relations problem within an ethical framework.
- Write measurable objectives necessary to successful application of public relations 4-step process.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 3400:**

The class is designed to equip students with knowledge necessary to successfully apply problem-solving concepts constituting the public relations 4-step process.

*Awareness:*

- Identify historically significant principals and applications in the evolution of public relations through quiz and exam.

*Application:*

- Target identified publics for appropriate communication in applying the public relations 4-step process.
- Successfully execute a group project that applies the public relations 4-step process.
- Apply principles learned regarding the public relations 4-step process in executing group project.
- Work together in a group setting to successfully execute a project involving application of the public relations 4-step process.

**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.

### **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 course. 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 the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.