

Public Relations Principles and Issues

Journalism 7400 / 8400

Summer 2013

5:30 – 8:30 p.m. / Tuesdays / MJ 106 and Online

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COURSE REQUIREMENTS

CATALOGUE/COURSE DESCRIPTION:

Contemporary social trends, public relations roles and responsibilities, and applicable public relations theory.

PREREQUISITE: Graduate status

TEXTBOOKS:

Breakenridge, D. K. (2012). *Social media and public relations*. Saddle River, NJ: Pearson.

Obtain (from the library, a friend, or purchase) any introductory public relations textbook. At the U of M we use:

Dan Lattimore et al. (2011). *Public Relations: The Profession and the Practice*. New York: McGraw-Hill.

Other common readings will be sent by e-mail. That's only to get you started.

CLASSROOM FORMAT: Seminar

GRADING:

You must demonstrate that you understand the four-step process. No grade (A – F) will be assigned. You may revise your paper until it is satisfactory.

Your semester grade will be the average of all your **application** papers. Fifteen percent will be on sharing activities.

TENTATIVE TIMETABLE:

Resources & Literature		Turn in
June 4	<p>Welcome. PR Resources.</p> <p>Definitions of Public Relations. Bring a definition you like. New attempt to define pr: http://www.prsa.org/aboutprsa/publicrelationsdefined/</p> <p><input type="checkbox"/> TBA think piece on nature of modern pr. By e-mail</p>	
Principles / Process		
June 11	<p>Principles. Watch for e-mail readings. History. Refer to your introductory text (from library) Four-step process. By e-mail Strategy and Tactics. By e-mail.</p>	
World Perspective		
June 18	<p>Identity. Core readings by e-mail.</p> <p><input type="checkbox"/> Organizational Identity by Albert & Whetten <input type="checkbox"/> Managing the multiple identities of the corporation by Balmer & Greyser</p> <p>Lead presenters:</p>	<p>Demonstrate your understanding of the four-step process. Turn in paper. Use APA style cover sheet.</p>
June 25	<p>Brand. Core readings by e-mail.</p> <p><input type="checkbox"/> Corporate Branding and Connoisseurship, Balmer, 1995 <input type="checkbox"/> Involving stakeholders in developing corporate brands: the communication dimension, Anne Gregory, 2007 <input type="checkbox"/> Corporate brand management imperatives, Balmer, 2012. <input type="checkbox"/> Why pr could and should take over the brand function (2005) <input type="checkbox"/> How pr evaluates brand value (2009)</p> <p>Lead presenters:</p>	
July 2	<p>Reputation. Core readings by e-mail.</p> <p><input type="checkbox"/> The reputational landscape by Fombrun and van Riel, 1997 <input type="checkbox"/> Advancing and enhancing corporate reputation by Greyser, 1999</p> <p>Lead presenters:</p>	<p>Application paper in Identity</p>
July 9	<p>Relationships. Core readings by e-mail.</p>	

- The value of public relations can be found in relationships, only secondarily in reputation by Grunig
- Guidelines for measuring relationships in public relations by Grunig and Hon

Lead presenters:

July 16	Breakenridge book. Intro + Chaps 1 – 3. Social Media. See: www.digitalbuzzblog.com/infographic-how-does-content-go-viral-tips/	Application paper on Branding
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Lead presenters:

July 23	Breakenridge book. Chaps 4 – 6.	Share info on sites
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Lead presenters:

July 30	Breakenridge book. Chaps 7 – 10.	Share info on sites
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Lead presenters:

Other Issues & Reports	
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Aug 6	The business case for PR. Visit: http://www.prsa.org/Intelligence/BusinessCase/	Application paper on Reputation and/or relationships
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- other readings by e-mail – TBA.

Share info on sites

COURSE NOTES

Application Papers. Our readings should give us a deep understanding of the concepts. What we need to do next is to apply the concepts to our own situation. Reflect on the concept and its underlying assumptions and processes. Apply that concept **to an organization of your choosing** – one where you work, one you merely want to study. Select a definition and application of the concept. Describe how you would **apply** it with your organization. Go beyond mere description. What steps would be needed to begin using the concept? Map your organization using this concept. Describe the implications of this understanding.

Papers will be **5-8** pages, typed, and are to be turned in on the date assigned. Please cite references at the end of the paper. Citations will not be included in the page count.

The standard style guide for graduate work in the journalism department (except law and history) is **APA 6th**. 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 6th tutorial is at: <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>

Note: the paper should consist of at least 5-8 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 6th 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/>

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 a strong candidate for acceptance as a conference paper.

References of possible interest:

<http://www.prsa.org/intelligence/businesscase> The business case for public relations is on the Public Relations Society of America Web site. It includes articles, case studies, guidance for measuring results, and suggested readings.

Institute for Public Relations Essential Knowledge Project
<http://www.instituteforpr.org/> [search for Essential Knowledge Project]
This site is useful for the latest in professional reading. All the papers are free.

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

PRSA SilverAnvil awards site

<http://prcsearch.prsa.org/dbtw-wpd/Textbase/PPCNEW/silveranvil.htm>

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

Courtesy of our friends at Massey University, New Zealand, visit the online journal Praxis at: praxis.massey.ac.nz. Under “Features” (at top) click on PRism Journal.

Visit the Public Relations (online) Journal: www.prsa.org/prjournal Also free.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR 7400:

- understand concepts and apply theories in the use and presentation of images and information;
- 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;

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

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

Application:

- Show consideration of mass communication theories in application papers.
- Apply critical thinking to class discussion and written assignments.
- Incorporate original research into class presentations and written assignments.
- Apply appropriate styles in writing assignments.
- Polish and proof written work.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 7400:

Awareness:

- Become aware of the history of public relations in the United States.
- Know and describe the four-step process.
- Understand how the notions of identity, branding, and measurement are understood by working professionals in other parts of the world.

Understanding:

- Conceptualize and apply appropriate models of the organization and of public relations.

Application:

- Lead the class discussion on topics as assigned throughout the semester.
- Write three original application papers on identity, branding and reputation (or) relationships.

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

E-MAIL:

You must have your UM e-mail account activated. If you are using another provider, such as Google, you are required to have your UM e-mail forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM e-mail. You are required to check your e-mail daily. You are responsible for complying with any e-mail 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 UID and e-mail 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 he or she 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.