

Introduction to Public Relations

JOUR 3400-501

Fall 2014

Tuesday/Thursday 11:20 a.m.-12:45 p.m.

Varnell-Jones 212

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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, current issues and trends.

GRADING:

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

Exams: 60%

Activities/Assignments/Quizzes: 40%

DEADLINES:

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. When you miss a class you cannot make up the work unless the absence is due to a mandatory school sanctioned activity that you provide documentation for or you provide a medical excuse. Please do not email the instructor to ask what work was covered during your absence. Instead, check with a classmate.

ATTENDANCE:

While students that have two or fewer absences in the class may ask to redo work that was turned in on or before deadline to attempt a higher grade, students that have missed three or more absences or who have been tardy or left early four or more times will not be afforded this opportunity. Students that qualify for the option to redo an assignment must ask the professor for this opportunity upon receiving their grade on said assignment. If the professor grants the opportunity to redo the assignment, the student has one week from the date the arrangement was made to resubmit the work to be graded again. The score from the highest attempt will be used.

Students who miss more than four classes are subject to drop one letter grade per absence at the discretion of the professor. Attendance is mandatory.

TENTATIVE COURSE SCHEDULE BY WEEK:

August 26	Introduction / Review of Syllabus / Homework: Read Ch. 1
August 28	Lecture: Chapter 1 / Homework: Read Ch. 2
September 2	Activity 1
September 4	Lecture: Chapter 2 / Homework: Read Ch. 3
September 9	Finish Lecture: Chapter 2
September 11	Activity 2 / Lecture: Chapter 3
September 16	Finish Lecture: Chapter 3 / Activity 3 / Homework: Assignment 1: On Your Own Problem & Read Ch. 4
September 18	Lecture: Chapter 4 / Spotlight 4.2
September 23	Lecture: Your Personal Brand / Assignment 2 Issued
September 25	EXAM 1 / Homework: Read Ch. 5
September 30	Activity 4 / Lecture: Chapter 5
October 2	Finish Lecture: Chapter 5 / Homework: Read Ch. 6
October 7	Lecture: Chapter 6 / Homework: Activity 5: On Your Own Problem
October 9	Finish Lecture 6 / Homework: Read Ch. 7
October 14	NO CLASS: FALL BREAK
October 16	Lecture: Chapter 7 / Homework: Read Ch. 8
October 21	Activity 6
October 23	Activity 7
October 28	Lecture: Chapter 8 / Homework: Read Chapter 9
October 30	Finish Lecture: Chapter 8 / Activity 8
November 4	EXAM 2
November 6	Lecture: Chapter 9 / Assignment 3 Issued (YouTube Videographies) / Homework: Read Ch. 10
November 11	Finish Lecture: Ch. 9 / Work on Assignment 2 or 3
November 13	Assignment 2 Due: Presentations in Class
November 18	Assignment 3 Due: Presentations in Class / Lecture: Chapter 10 / Homework: Read Ch. 12
November 20	Lecture: Common PR Pieces & Formatting
November 25	Assignment 4 In Class / Lecture: Chapter 12
November 27	NO CLASS: THANKSGIVING
December 2	Review
December 4	NO CLASS: STUDY DAY
TBA	FINAL EXAM

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES:

- + 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;
- + 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 the public relations 4-step process.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:

The course 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 principles and applications in the evolution of public relations through quizzes and exams.

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 a 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 able 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 communication;
- + 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> Web site 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.

CELL PHONES:

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., 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 the course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that course. How to access your evaluation forms: Log in using your UUID 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 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 to coordinate reasonable accommodations for students with documented disabilities.