

Public Relations Management

JOUR7450-001 and M50 (hybrid)

Fall 2014

Wednesday – 5:30 – 8:30 p.m., #106 Meeman

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COURSE REQUIREMENTS

CATALOGUE/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.

PREREQUISITES: Graduate student status

TEXTBOOKS:

van Riel, C. (2012). *The alignment factor*. New York: Routledge.

Paine, K.D. (2011). *Measure what matters: Online tools for understanding customers, social media, engagement, and key relationships*. Hoboken, NJ: Wiley.

CLASSROOM FORMAT:

The class will include lecture, discussion, and group assignments.

DEADLINES:

Understanding and working with deadlines is a critical part of the public relations process. **No late assignments will be accepted.**

GRADING:

Course work will be accomplished every week. There will be writing assignments and a final group project. Each must be completed by its due date and time, which varies by assignment. Other parts of your grade will come from participating in class discussions and of course, class attendance.

Your success in this course will depend on your willingness to read the textual and supplemental learning materials, successfully complete assignments, participate in class discussions, and work well with a team of peers.

POINT VALUES:

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| Attendance | 20 points |
| Thought papers (15 points each) | 105 points |
| Participation/class discussion | 25 points |
| Final project | 200 points |
| Presentation to client | 100 points |
| Team evaluation | 50 points |
| Total | 500 points |

TENTATIVE COURSE SCHEDULE

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| Wed., Aug. 27 | Welcome to PR Management (hybrid)! Review the syllabus, course expectations, assignment deadlines | Week 1 Reading: The Five Dysfunctions of a Team – parts I, II, III (see Dropbox) Homework: Thought paper #1 due Friday, Aug. 29 by 11 p.m. to Dropbox |
| Wed., Sept. 3 | PR as a management function – Where does public relations fit in the mix? | Week 2 Reading: Grunig speech (see Dropbox), DeSanto (see Dropbox) Homework: Thought paper #2 due Friday, Sept. 5 by 11 p.m. to Dropbox |
| Wed., Sept. 10 | Organizational structure, culture | Week 3 Reading: van Riel textbook, Part I – Building internal alignment (pp. 15-94), Paine textbook, Ch. 10 (pp. 149-162) Homework: Thought paper #3 due Friday, Sept. 12 by 11 p.m. to Dropbox |
| Wed., Sept. 17 | Understanding the environment and context of the organization | Week 4 Reading: van Riel textbook, Part II – Building external alignment (pp. 95-184), Paine textbook, Ch. 8 (pp. 123-136), Ch. 9 (pp. 137-148), The Guide to Researching Audiences (see Dropbox), skim Zappos “culture book” (see Dropbox) Homework: Thought paper #4 due Friday, Sept. 19 by 11 p.m. to Dropbox |
| Wed., Sept. 24 | Understanding research in the practice of PR | Week 5 Reading: van Riel textbook, Part III – Key performance indicators (pp. 185-210), Paine textbook, Ch. 2 (pp. 19-32), Ch. 3 (pp. 33-44), Ch. 4 (45-68) |

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| | | Homework: Thought paper #5 due Friday, Sept. 26 by 11 p.m. to Dropbox |
| Wed., Oct. 1 | Public relations theory and application | Week 6 Reading: Lattimore, et al. Ch. 3 (see Dropbox), Sullivan, “Applying Theory” (see Dropbox), Huang- Horowitz (see Dropbox) Homework: Thought paper #6 due Friday, Oct. 3 by 11 p.m. to Dropbox |
| Wed., Oct. 8 | 4-step process and planning a strategic campaign Client presentations Final project assignment | Week 7 Reading: Planning PR Campaigns (see Dropbox) Homework: Thought paper #7 due Friday, Oct. 10 by 11 p.m. to Dropbox |
| Wed., Oct. 15 | No class | Week 8 Work on team projects |
| Wed., Oct. 22 | No class | Week 9 Work on team projects |
| Wed., Oct. 29 | No class | Week 10 Work on team projects |
| Wed., Nov. 5 | No class | Week 11 Work on team projects |
| Wed., Nov. 12 | No class | Week 12 Work on team projects |
| Wed., Nov. 19 | No class | Week 13 Work on team projects |
| Wed., Nov. 26 | No class | Week 14 Thanksgiving |
| Wed., Dec. 3 | Final presentations to the client | Week 15 |
| Thurs., Dec. 4 | No class | Study day |
| Fri., Dec. 5 | Final projects and team evaluation due | Submit final projects to the Dropbox by 11 p.m. |

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR PUBLIC RELATIONS MANAGEMENT (Jour7450):

- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communication professions in which they work;
- Plan and organize the structure and accountability of a public relations team within an organization;
- Create a public relations campaign for an organization that seeks to align with the organization's communication goals and objectives;
- 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 tools and technologies appropriate for the communications professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):

Students will learn to:

- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in society in relation to mass and targeted communication;
- understand concepts and theories in the use and presentation of images and information;
- understand ethical principals in public relations;
- conduct research and evaluate information by appropriate methods;
- plan a public relations campaign for an organization, consulting on potential strategies and drawing on new technologies used in the industry.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR PUBLIC RELATIONS MANAGEMENT:

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.; create an original public relations campaign for an organization, including structure and responsibilities of public relations professionals.

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, to 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 people 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.

CELL PHONES: No cell phones are permitted in class. You will be asked to leave if your cell phone is used during class. Be respectful and make professional choices.

ATTENDANCE: Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for non-attendance or habitual late arrival. 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 death in the family that can be documented (e.g., doctor's note or copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have a 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.

You have **one** excused absence to use at your discretion. After two absences, your grade will drop half a letter grade for each additional absence. Attendance is directly correlated with your success in this class.

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 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.