

Survey of Public Relations

PBRL 3400-001

Fall 2017

Tuesdays & Thursdays: 2:40 – 4:05 p.m.

Meeman Journalism Building Room 100

Instructor: Stephanie Madden, Ph.D.

Office: Meeman 312

Office Hours: Mondays & Wednesdays 11 a.m. – 2 p.m.;

Thursdays noon – 2 p.m., or by appointment

Phone: 901.678.2852 (office)

Email: smadden1@memphis.edu

Twitter: @drsmadden

Class hashtag: #PBRL3400

COURSE REQUIREMENTS

CATALOG DESCRIPTION:

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

PREREQUISITES:

None

TEXTBOOKS:

Wilcox, D.L., Cameron, G. T. & Reber, B.H. (2016). *Public Relations Strategies and Tactics* (Updated 11th ed.). New York: Pearson.

You are required to purchase the **REVEL** version of the textbook. Each assigned reading chapter will include a 15-point quiz through REVEL, which is worth nearly 30% of your grade. All quizzes are due by 1 p.m. on their assigned due date, which can be found in REVEL as well as your syllabus. Ignorance of the deadline is not an excuse for failing to complete the assignment.

While access to REVEL is required, **the printed version of this text is optional** - see purchasing options below. There are three ways to purchase REVEL access.

Choose the option that works best for you:

- Option #1: Purchase a REVEL access code from the campus bookstore.
- Option #2: Online Instant Access: If you decide not to purchase REVEL from the bookstore, you can purchase REVEL access online. You will see this as an option after clicking on the course invite link that you will receive prior to the beginning of the semester from your instructor.
- Option #3: When you register (via access code or online instant access), you also have the option of adding the print upgrade for \$19.95 extra (no shipping cost).

RECOMMENDED TEXTBOOK

The Associated Press Stylebook 2016 (or 2015). New York: Basic Books.

CLASSROOM FORMAT:

This class will be presented in lecture and discussion formats. Class discussion will involve the history, contemporary status, and future of the public relations field, along with the public relations four-step process. Students will write and submit assignments that will be returned with feedback meant to encourage student improvement over the course of the semester. Access to a computer or mobile electronic device (tablet or smartphone) with internet access is required to complete your REVEL quizzes. Please let me know if you need information on computers available for use on campus.

GRADING:

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.

There are 1,000 possible points in this class. At the end of the semester, your class average will be calculated and fractions will be rounded to the nearest whole number. Letter grades will be determined according to the scale below.

PR News Report	75 points
Case Study Paper (Group)	180 points
Case Study Presentation (Group)	50 points
Case Study Individual Effort	75 points
Midterm	100 points
Final Exam	100 points
REVEL quizzes	270 points
Short Papers (2)	50 points
Class Participation	100 points
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Total	1000 points

A+	980 - 1000	B+	880 - 899	C+	780 - 799	D+	680 - 699
A	930 - 979	B	830 - 879	C	730 - 779	D	630 - 679
A-	900 - 929	B-	800 - 829	C-	700 - 729	D-	600 - 629
						F	Below 600

Public Relations News Report

Throughout the semester, each student will give one brief oral news report (approximately 3-5 minutes; no visuals necessary) about a current issue related to public relations. Examples of potential issues to cover are: a PR campaign that is noteworthy for either being excellent or subpar; a crisis situation; a specific PR industry challenge; coverage of a public relations event, etc. **The issue you select must (1) be ongoing or have occurred within the last seven days from the date of your report and (2) must not have been covered by another student in the class previously. Additionally, the issue may not be a strictly “publicity” issue – i.e., a celebrity says or posts something controversial or ‘stupid’ on social media or at a press event, etc.**

Your oral report should include a summary of the issue, incorporating **relevant course concepts**. In addition, you should use **at least one PR theory** to discuss your issue. The course concepts and theory should help you provide **your opinion about the issue**. **Your oral report should briefly summarize the situation without providing your analysis/opinion as to not bias the class discussion.** You may provide your analysis during the discussion.

On the day of your presentation, you should bring a copy of your news source (if it is a broadcast piece, see if it is available on YouTube or the website of the broadcast outlet). Sources include local, national, and international broadcast and print media, digital/social media, newswires, and trade publications. Your news report is worth a total of 75 points

We will begin oral presentations the week of Sept. 12.

Short Papers

Two short papers will be assigned throughout the semester as a way to develop your critical thinking and writing skills. Each paper will be worth 25 points and correspond to a specific unit we are covering. Additional information for each short paper can be found on eCourseware.

Implementation Short Paper Social Media Short Paper

PR Case Study Paper & Presentation

In groups of 4, you will apply public relations theory and principles to analyze how public relations is practiced in an organization that you select. You will write both a team case study paper and give a team presentation. **You may choose your own teams, and the industry/organization your case will focus on.**

Your case study paper will summarize and evaluate the organization's public relations practices. Depending upon the size of your selected organization, you may want to analyze only a portion of the organization's public relations practices (e.g., employee communication, investor relations, crisis communication) or a specific campaign. Regardless of the approach you take, your report should include a SWOT analysis (strengths, opportunities, weaknesses, and threats), incorporating relevant course principles and theories as well as outside research.

To assess your selected organization's public relations practices you may collect printed materials from the organization, analyze their digital/social media tactics, interview public relations professionals and other employees, review secondary research, and sit in on meetings and other activities that the organization conducts.

Some ideas for organizations are your parents'/ relatives' places of work; your own place of work; the university public relations office; religious organizations you are involved with; and community organizations. One promising approach is to select an organization you would like to work for in the future.

Specific details on the requirements and grading will be provided in class and on eCourseware.

Quality of Work

All work in this course should follow AP Style, including proper spelling, grammar and language. A large part of public relations is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources, you must use APA formatting. If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at <http://owl.english.purdue.edu>.

Questions about Grades

If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class. If you have a question or problem with a grade, exam question, or in-class assignment, you have 48 hours after the assignment is returned to you to contact me, or the grade stands. Your question or appeal must be stated in writing, citing your position and why you feel the mark is incorrect. The appeal should be turned in to the professor or sent via email within the stated time frame.

Additionally, you are responsible for tracking your grade online and meeting with the professor early in the semester if you are concerned about your overall grade. Meeting with the professor early and often can help both parties involved find ways to improve student-instructor understanding and quality of work.

Deadlines

Understanding and working with deadlines is a critical part of the public relations process. **No late assignments will be accepted except with a university-approved excuse and documentation.**

Attendance

Class attendance is mandatory in the Department of Journalism & Strategic Media. 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. **Attendance is directly correlated with your success in this class.**

Tentative Schedule

- Week One: Course Introduction/What is Public Relations (CH 1)*
Aug. 29 PR as a process
Aug. 31 A career in PR (*Ch. 1 quiz due*)
- Week Two: The Evolution of Public Relations (CH 2) / Working in PR (CH 4)*
Sept. 5 History of PR (*Ch. 2 quiz due*)
Sept. 7 Corporate PR vs PR firm/agency (*Ch. 4 quiz due*)
- Week Three: Ethics & Professionalism (CH 3)*
PR News Report Presentations Begin
Sept. 12 Understanding ethics & values and the role of professional organizations (*Ch. 3 quiz due*)
Sept. 14 **Choose groups for Case Study Report/Presentation**
Ethical dealings with the media and moving toward professionalism
- Week Four: Research (CH 5)*
Sept. 19 The importance of research (*Ch. 5 quiz due*)
Sept. 21 Research: secondary, qualitative, and quantitative
- Week Five: (Action) Planning (CH 6)*
Sept. 26 The value of planning (*Ch. 6 quiz due*)
Sept. 28 Elements of a program plan
Organization for Case Study Report/Presentation Due
- Week Six: Communication (Implementation) (CH 7) / Evaluation (CH 8)*
Oct. 3 Acting on the message (*Ch. 7 quiz due*)
Oct. 5 Why and how we evaluate (*Ch. 8 quiz due*)
Implementation Short Paper Due
- Week Seven: Mid-Term Exam*
Oct. 10 Review for mid-term exam
Oct. 12 **Mid-Term Exam**
- Week Eight: Fall Break / Public Opinion and Persuasion (CH 9)*
Oct. 17 **Fall Break: No class**
Oct. 19 What is public opinion and what role do mass media have in forming it? (*Ch. 9 quiz due*)
- Week Nine: Diversity in PR (CH 11) / Social Media*
Oct. 24 Reaching diverse audiences (*Ch. 11 quiz due*)
Oct. 26 The internet and social media (*Ch. 13 quiz due*)
- Week 10: Preparing Materials for Mass Media (CH 14) / Politics & Gov't (CH 19)*
Oct. 31 The importance of mass media and how to communicate with them (*Ch. 14 quiz due*)
Nov. 2 PR in state and federal government (*Ch. 19 quiz due*)
Social Media Short Paper Due

Week 11: *Crisis Communication (CH 10) / PR & the Law (CH 12) /*
 Nov. 7 Issues management & Crisis Management (*Ch. 10 quiz due*)
 Nov. 9 A sampling of legal problems facing PR professionals (*Ch. 12 quiz due*)

Week 12: *Corporate PR (CH 17)*
 Nov. 14 Role of PR in corporations (*Ch. 17 quiz due*)
 Nov. 16 **Group Work Day**

Week 13: *Global PR (CH 20)*
 Nov. 21: Global PR (*Ch. 20 quiz due*)
Case Study Report Due
 Nov 23: **No class: Thanksgiving Break**

Week 14: *Non-profit PR (CH 21)*
 Nov. 28 PR in non-profit organizations (*Ch. 21 quiz due*)
 Nov. 30 **Case Study Group Presentations Due**

Week 15: *Final exam review*
 Dec. 5 Review for final exam
Case Study Group Presentations
 Dec. 7 **Study Day. No class**

FINAL EXAM: TUESDAY, DEC. 12: 1 – 3 P.M.

FIVE PILLARS OF PBRL3400

- *Professionalism*: Students learn the professional standards and strategies of the public relations industry by discussing and participating in PR activity simulations, learning public relations theory and history, and learning industry vocabulary. Finally, in small groups, students apply public relations theory and principles to analyze how public relations is practiced in a local organization and write a team case study paper and present it to the class.
- *Writing*: Students develop writing skills related to strategic planning, crisis communication, positioning and platform specific media requirements.
- *Multimedia*: Students learn how public relations professionals use multimedia communication and visual storytelling through class discussion and assignments that examine real-world multimedia public relations tactics.
- *Critical Thinking*: Students must demonstrate an understanding of the importance of analyzing the needs, values, and attitudes of all stakeholder groups to determine the appropriate public relations strategies to implement.
- *Media Literacy*: Students learn the vocabulary and tools of the public relations industry. Students learn how to communicate with different media outlets and the importance of selecting the appropriate media to communicate with the intended audience.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR PBRL3400:

- 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 communication 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.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

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

- Understand the definition of public relations and recognize how public relations differs from other management functions.
- Explain how public relations evolved in the United States.
- Understand the activities of public relations—what PR people do—and understand the public relations process—research, planning, implementation/communication, and evaluation.
- Recognize the importance of understanding the diversity (gender, race, ethnicity, etc.) of stakeholder groups and audience to determining the appropriate public relations strategies to implement.
- Recognize that not only do organizations operate and communicate on a global level but also that our local communities are becoming more diverse and that understanding the diversity of peoples and cultures is important to determining the appropriate public relations strategies to implement.
- Explain the major public relations theories and how they are used to inform the practice of public relations.
- Identify and understand the ethical implications of the practice of public relations, including freedoms of speech and the press.
- Recognize how to conduct public relations research to inform and evaluate public relations campaigns.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):

- Earn a passing score on periodic exams and quizzes.
- Work a public relations problem within an ethical framework.
- Write measurable objectives necessary to successful application of the public relations four-step process.
- Analyze a current issue related to public relations using public relations theory and present an oral report to the class.
- Write three critical analysis papers on topics related to public relations.
- Research and analyze how public relations is practiced in a local organization.
- Write a public relations case study report and present it to the class.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR PBRL3400:

Awareness:

- Learn what modern public relations is, how it differs from other management functions and how it has evolved in the United States
- Learn what a public relations professional does within an agency or organization
- Learn the four-step process of public relations
- Learn about the role of diversity in the field of public relations
- Learn public relations theories and how they are used to inform the practice of public relations
- Learn about the ethical implications of the practice of public relations
- Learn how to conduct public relations research to inform and evaluate public relations campaigns

Understanding:

- Understand the role of public relations and how it differs from other management functions
- Understand the four-step process of public relations
- Recognize the importance of diversity in the field of public relations
- Understand public relations theories and how they are used to inform the practice of public relations
- Recognize the ethical implications of the practice of public relations
- Understand how research is conducted to inform and evaluate public relations campaigns

Application:

- Work a public relations problem within an ethical framework
- Write measurable objectives necessary to successful application of the public relations four-step process
- Analyze a current issue related to public relations using public relations theory and present an oral report to the class
- Analyze current topics related to public relations
- Research and analyze how public relations is practiced in a local organization
- Write a group public relations case study report that applies the public relations four-step process and present it to the class

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

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.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

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CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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.

DEADLINES:

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor 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.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.