

Survey of Public Relations

PBRL 3400-501

Fall 2017

TR 9:40-11:05 a.m.

Varnell-Jones 321

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Office Hours: TR 12:50-2:50 p.m. & by appointment

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COURSE REQUIREMENTS**CATALOG DESCRIPTION:**

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

PREREQUISITE: None

TEXTBOOKS:

REVEL Online Text: Wilcox, D.L., Cameron, G.T., Reber B.H. (2015). Public relations: strategies and tactics (11th Ed.). Upper Saddle River, NJ: Pearson Education.

This course uses a Pearson digital text which contains important assignments and resources used throughout the semester. The required link below is unique to this course. Here is how to register:

1. Go to: <https://console.pearson.com/enrollment/ldrxb6>
2. Sign in with your Pearson Account. You can either: sign in with an existing Pearson username and password OR create a new Pearson account if this is your first Pearson digital product.
3. Choose your course under 'My Courses' and choose an access option: redeem an access code that you got from your school's bookstore or purchase access online. There is a free trial if you are waiting for financial aid.

What you should know:

- Bookmark <https://console.pearson.com> to easily access your materials.
- Pearson recommends using the latest version of Chrome, Firefox, or Safari with this digital product.
- -If you lose the invitation link, visit the class shell in eCourseware to retrieve it (<https://console.pearson.com/enrollment/ldrxb6>).

CLASSROOM FORMAT:

The class will be presented in discussion format. It is a hybrid class, meaning work will be accomplished inside the classroom in a traditional format, and outside the classroom using various digital platforms. 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: 50%
- Activities/Assignments/Quizzes/Participation/Exercises: 50%

Grading Rubric for Assignments:

A (90-100): Professional work. Clear thinking is reflected in clear writing. Uses appropriate style for type of media. Knows and uses preferred form. No errors in form, grammar or spelling. Adapted to intended audience (public).

B (80-89): Near professional work. Lacks polish (style) of A work. Form is correct. No errors in form, grammar or spelling. Adapted to intended audience.

C (70-79): Acceptable as a classroom assignment only. Not usable professionally without further editing/corrections. Up to 7 errors detected [or] not well adapted to intended audience or medium.

D (60-69): Needs significant work in form and/or style. Up to 12 errors detected [or] shows little consideration of needs/interests of intended audience or medium.

F (59 or below): Unacceptable in form and style [or] fails to adapt to intended audience or medium.

DEADLINES:

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. Late work will not be accepted unless there is an unavoidable emergency and documentation is provided, for instance, a car accident that resulted in hospitalization. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.

Work completed on REVEL is due by 9:40 a.m., typically on each Tuesday. There are some exceptions that set deadlines to 9:40 a.m. on Thursdays, so adhere to the deadlines set in your REVEL account, and that are reflected in the tentative course schedule.

ATTENDANCE:

Students who enter the classroom late are required to sit in the closest seat available near the front of the class by the door to minimize distraction. If a student is late more than four times, the professor may ask that if they are going to be late again, not to enter the classroom on that day.

Students who miss more than three classes are subject to drop one letter grade per absence at the discretion of the professor. Students with more than two tardies are subject to have their final grade reduced by one percentage point per additional tardy. Attendance is mandatory.

Coming to class well prepared is equally important. This means reading the assigned chapters in the textbook and staying informed about current events.

The basic requirements for this course include these elements:

1. Complete assigned readings from the textbook each week;
2. Arrive to each class punctually and prepared;
3. Check campus email each weekday morning by 8 a.m.;
4. Complete any quizzes, assignments, or presentations on deadline and with excellence;
5. Pass class exams;
6. Be respectful of classmates and professor at all times; and
7. Participate in meaningful class discussion and activities/exercises.

COURSE WEBSITE ADDRESS:

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the "MyMemphis" link at the bottom of the left column menu
3. Log in using your University of Memphis username and password.
4. Click on the "eCampus resources" tab.
5. In the center column of the page, click on the blue U of M eCourseware link

NOTE: We will NOT use the internal eCourseware email system on the course web page. Use your regular UM email located inside MyMemphis and correspond with the professor at her regular UM address noted at the top of this syllabus.

TENTATIVE COURSE SCHEDULE BY WEEK:

Aug 29	Introduction / Review of Syllabus / Agency Profile Presentation Assigned / Homework: Read Ch. 1 & Complete REVEL Work
Aug 31	Discussion: Chapter 1 / REVEL Work for Ch. 1 Due / Homework: Read Ch. 2 & Complete REVEL Work
Sept 5	Discussion: Chapter 2 / REVEL Work for Ch. 2 Due / Homework: Read Ch. 3 & Complete REVEL Work
Sept 7	Finish Discussion: Chapter 2
Sept 12	Discussion Ch. 3 / REVEL Work for Ch. 3 Due / Homework: Read Ch. 4 & Complete REVEL Work
Sept 14	Discussion: Chapter 4
Sept 19	REVEL Work for Ch. 4 Due / Agency Profile Presentation Day 1 / Homework: Study for Test
Sept 21	EXAM 1 (ch. 1-4) / Homework: Read Ch. 5
Sept 26	Discussion: Your Personal Brand / Assignment Discussed (Personal Digital Media Inventory & Evaluation) / Discussion: Chapter 5 / REVEL Work for Ch. 5 Due
Sept 28	Agency Profile Presentation Day 2 / Homework: Read Ch. 6 & Complete REVEL work
Oct 3	Discussion: Chapter 6 / REVEL Work for Ch. 6 Due
Oct 5	Agency Profile Presentation Day 3 / Homework: Read Ch. 7 & Complete REVEL work
Oct 10	Discussion: Chapter 7 / REVEL work for Ch. 7 Due
Oct 12	EXAM 2 (ch. 5-7)
Oct 17	FALL BREAK: NO CLASS
Oct 19	Agency Profile Presentation Day 4 / Homework: Read Ch. 8 & Complete REVEL Work
Oct 24	Discussion: Chapter 8 / REVEL work for Ch. 8 Due / Homework: Read Ch. 9 & Complete REVEL work for Ch. 9
Oct 26	Movie: Art & Copy / Homework: Read Chapter 10 & Complete REVEL Work
Oct 31	Complete Movie and Exercise
Nov 2	Discussion: Chapter 9 / REVEL work for Ch. 9 Due / Assignment Reminder (YouTube Videography)
Nov 7	Discussion: Chapter 10 / REVEL Work for Ch. 10 Due
Nov 9	Personal Digital Media Inventory and Evaluation Presentations

Nov 14	Discussion: Chapter 11 / REVEL work for Ch. 11 Due / Homework: Read Ch. 11 & Complete REVEL Work
Nov 16	EXAM 3 (ch. 8-11) / Homework: Chapter Read 13 & Complete REVEL Work
Nov 21	Discussion: Chapter 13 / REVEL Work for Ch. 13 Due / Homework: Read Ch.14 & Complete REVEL Work
Nov 23	Thanksgiving Break: No Class
Nov 28	Discussion: Chapter 14 / REVEL Work for Ch. 14 Due
Nov 30	Personal Digital Media Inventory and Evaluation Presentations
Dec 5	Last Day of Class: YouTube Videography Presentations
Dec 12, 10:30 a.m. - 12:30 p.m.	FINAL EXAM

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:

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 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.