

Survey of Public Relations

PBRL 3400-M50

Spring 2018

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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 11ed.). New York: Pearson.

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

You are required to purchase the **REVEL** version of the textbook as assignments for each chapter will be given through the Revel online access. All assignments are due by midnight on their assigned due date, which can be found in REVEL as well as your syllabus. No late assignments will be accepted, no exceptions.

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).

CLASS FORMAT:

This course and all its required assignments will be delivered online. The student is responsible for working at their own pace and completing the required assignments according to the deadline set by the syllabus. The professor is available to answer any questions or concerns via email and in case of emergency via phone. Responses will be delivered within 24 hours. The purpose of each assignment is to help the student better prepare for and understand the theories and practice of public relations. Assignments will be given feedback and encouragement each week to help the student advance in the course.

GRADING:

The student’s success in this course will depend on their ability to meet deadlines and participate in online course discussions, as well as complete a final course paper.

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	70 points
Shared Weekly Writing	180 points
Midterm	100 points
Final Exam	100 points
Final Paper	100 points
REVEL quizzes	270 points
Weekly Online Discussion	180 points
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

Assignment Summaries: All assignments should follow AP Style guidelines and be formatted in 12 pt Times New Roman. Each writing assignment for this course will have an extended prompt that can be found on eCourseware.

PR News Report- The student will choose a trending PR related topic and write a 2-3 page response using the ideas and theories learned in this course.

Shared Weekly Writing- Each week the student will access the Revel course online and complete a summary statement of the required chapter for that week. Each statement should include what the student learned from the chapter, as well as three points of practical application for today’s PR professional.

Midterm & Final Exam- Each are multiple choice and will contain questions covered from previous chapters leading up to the scheduled exam.

Online Quizzes- Each week the student will complete a 15 point question quiz for the required chapter(s).

Weekly Discussions- Each week the student will complete a discussion question for the required chapters. They will be responsible for giving their own response and responding to at least 1 other discussion post. Discussion posts will be counted in place of course attendance.

Final Paper – The final response paper prompt will be made available on eCourseware.

Schedule of Assignments

Week One (Jan 16 -21): Course Introduction/What is Public Relations (CH 1)

Assignments: Chapter 1 Quiz, Discussion Question, Summary Statement Due @ midnight Jan. 21

Week Two (Jan 22-28): The Evolution of Public Relations (CH 2) / Working in PR (CH 4)

Assignments: Chapter Quiz, Discussion Question, Summary Statement for Chapters 2 & 4 Due @ midnight Jan. 28

Week Three (Jan 29 – Feb 4): Ethics & Professionalism (CH 3)

Assignments: Chapter 3 Quiz, Discussion Question, Summary Statement Due @ midnight Feb 4

Week Four (Feb 5-11): Research (CH 5)

Assignments: Chapter 5 Quiz, Discussion Question, Summary Statement Due @ midnight Feb 11

Week Five (Feb 12-18): (Action) Planning (CH 6)

Assignments: Chapter 6 Quiz, Discussion Question, Summary Statement Due @ midnight Feb 18

Week Six (Feb 19-25): Communication (Implementation) (CH 7) / Evaluation (CH 8)

Assignments: Chapter Quiz, Discussion Question, Summary Statement Due for Chapters 7 & 8 @ midnight Feb 25

Week Seven (Feb 26-March 4): Mid-Term Due @ Midnight March 4

Week Eight (March 5-11): Spring Break

Week Nine (March 12-18): Public Opinion & Persuasion (CH 9) / Diversity in PR (CH 11)

Assignments: Chapter Quiz, Discussion Question, Summary Statement for Chapters 9 & 11 Due @ midnight March 18

Week 10 (March 19-25): Social Media (CH 13)

Assignments: Chapter 13 Quiz, Discussion Question, Summary Statement Due @ midnight March 25

Week 11 (March 26-30) Preparing Materials for Mass Media (CH 14) / Politics & Government (CH 19)

Assignments: Chapter Quiz, Discussion Question, Summary Statement Due for Chapters 14 & 19 @ midnight April 1

Week 12 (April 2-8): Managing Conflict (CH 10) / PR & the Law (CH 12)

Assignments: Chapter Quiz, Discussion Question, Summary Statement Due for Chapters 10 & 12 @ midnight April 8

Week 13 (April 9-15): Corporate PR (CH 17) / Non-profit PR (CH 21)

Assignments: Chapter Quiz, Discussion Question, Summary Statement Due for Chapters 17 & 21 @ midnight April 15

Week 14 (April 16-22): Global PR (CH 20)

Assignments: Chapter 20 Quiz, Discussion Question, Summary Statement Due @ midnight April 22

Week 15 (April 23-29): Work on Final Papers

FINAL PAPERS DUE: Thursday, May 3 @ midnight

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, students conduct a personal digital media inventory and present the results to the class.
- *Writing*: JOUR 3400 addresses writing skills related to strategic planning, crisis communication, positioning, and platform specific media requirements.
- *Multimedia*: Students prepare a personal digital media inventory and present it to the class. Students also create a short videography and post it on YouTube.
- *Critical Thinking*: Students must demonstrate an understanding of the importance of understanding the needs, values, and attitudes of all stakeholder groups in order to determine the appropriate public relations strategies to implement.
- *Media Literacy*: JOUR 3400 addresses media literacy by exposing students to the vocabulary and tools of the public relations industry. Students learn how to communicate with different media outlets, and how to conduct research, planning, communication and evaluation.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR PBRL3400:

- 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;
- 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):

- 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 FOR PBRL3400:

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.

Understanding:

- Target identified publics for appropriate communication in applying the public relations 4-step process.

Application:

- Successfully execute a group project that applies the public relations 4-step process.

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.