

Survey of Public Relations

PBRL 3400-001

Fall 2019

Audrey Chaney, M.A.

Classroom: Meeman 112

Office Hours: By appointment only

Mobile number: 901-240-7361

Email: amchaney@memphis.edu

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, Software and Required Materials

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-question quiz through REVEL, which is worth 20% of your grade. All quizzes are due by 12 p.m. on its assigned due date. All due dates can be found in REVEL, your syllabus, and I will do my best to remind you each day in class. 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 (posted below) 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).

Our course REVEL code: <https://console.pearson.com/enrollment/6jyrty>

Recommended Text

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 to eCourseware, which 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. For this class, we'll use AP & APA style.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for PBRL 3400 - 001 to enter your course and read the instructions on the welcoming page

Course Requirements

Course work will be accomplished every week, including readings, in-class discussions, and Online REVEL quizzes to check your learning and comprehension. Each assignment must be completed by its due date and time, and students shall come to class prepared to discuss the material each week. In addition, there will be a group project component of the class. Students will learn how to collaborate with each other respectfully and effectively.

Two exams will be part of your final grade. Tests will consist of true/false and multiple-choice questions. Tests will be limited as to time. The computer will cut you off at the end of the prescribed time period, regardless of whether or not you have completed all questions. You may use your text to confirm an answer, but be aware that time limits will not allow you to spend much time searching for answers. You should read and be familiar with the text prior to testing.

Grading

There are 650 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.

Individual Work:

PR News Report	75 points
PR Specialty Paper	75 points
Online REVEL Quizzes	75 points
In Class Participation	25 points

Group Work:

Case Study Interview	30 points
Case Study Presentation	50 points
Case Study Paper	100 points
Case Study Group Survey	20 points

Exams:

Midterm Exam	100 points
--------------	------------

Final Exam 100 points
A+ = 627-650 (96.5-100%); **A = 601-626** (92.5-96.4%); **A- = 582-600** (89.5-92.4%)
B+ = 562-581 (86.5-89.4%); **B = 536-561** (82.5-86.4%); **B- = 516-535** (79.5-82.4%)
C+ = 497-515 (76.5-79.4%); **C = 471-496** (72.5-76.4%); **C- = 451-470** (69.5-72.4%)
D+ = 432-450 (66.5-69.4%); **D = 386-431** (59.5-66.4%)
F = 0-385 (0-59.4%)

Other issues

For this class, we'll use AP & APA style. I will review and give feedback on ANY written assignment (including deliverables related to your Case Study), as long as you get it to me within reasonable time of the due date and allow me 24 hours to look over it and return it. I want to see you succeed in this class. Please don't hesitate to come to me with any questions or concerns you may have. Email is the best way to reach me.

COURSE SCHEDULE

Week 1, August 28: What is Public Relations?

Class Introduction, Syllabus Review, REVEL Review

Readings: Chapter 1

Assignments: Sign up for a week to present your News Report

Week 2, September 4: The Evolution of PR & PR Departments and Firms

This week covers two chapters – remember to complete BOTH quizzes on REVEL

Readings: Chapters 2 & 4

Assignments: REVEL Quizzes; Choose Case Study Groups

Week 3, September 11: Ethics & Professionalism

News Report Presentations begin this week

Readings: Chapter 3

Assignments: REVEL Quiz

Week 4, September 18: Research

This week kicks off a three week series on the Public Relations RACE model

Readings: Chapter 5

Assignments: REVEL Quiz; Case Study Organization due

Week 5, September 25: Action Planning

Readings: Chapter 6

Assignments: REVEL Quiz

Week 6, October 2: Communication & Evaluation

This week covers two chapters – remember to complete BOTH quizzes on REVEL

Readings: Chapters 7 & 8

Assignments: REVEL Quizzes; Case Study Interviewee and Questions due

Week 7, October 9: Midterm

YOU WILL TAKE YOUR MIDTERM ONLINE ON ECOURSEWARE. CLASS WILL NOT MEET.

Readings: Study for your midterm!

Assignments: Midterm on eCourseware

Week 8, October 16: Public Opinion and Persuasion & Reaching Diverse Audiences

This week covers two chapters – remember to complete BOTH quizzes on REVEL

Readings: Chapters 9 & 11

Assignments: REVEL Quizzes

Week 9, October 23: The Internet & Social Media

Come prepared to have an in-depth discussion on how PR Practitioners can effectively use social media

Readings: Chapter 13

Assignments: REVEL Quiz

Week 10, October 30: Preparing Materials for Mass Media & Politics and Government

This week covers two chapters – remember to complete BOTH quizzes on REVEL

Readings: Chapters 14 & 19

Assignments: REVEL Quizzes; PR Specialty Paper due

Week 11, November 6: Conflict Management

You will have time to meet with your Case Study Groups this week after the lecture and discussion

Readings: Chapter 10

Assignments: Revel Quiz

Week 12, November 13: Corporations & Nonprofit/Health/Education

This week covers two chapters – remember to complete BOTH quizzes on REVEL

Readings: Chapters 17 & 21

Assignments: REVEL Quizzes

Week 13, November 20: Global Public Relations

You will have time to work with your groups this week and ask any questions about your Case Study papers and presentations

Readings: Chapter 20

Assignments: REVEL Quiz

Week 14, November 27: NO CLASS

ENJOY YOUR THANKSGIVING BREAK!

Week 15, December 4: CASE STUDY PRESENTATIONS

Last day of classes - all groups will present their Case Study Presentation today. The Final Exam is to be completed online on eCourseware any time before Wednesday, December 11th at 11:59 p.m. Students will have 120 minutes (2 hours) to complete their exam.