

# Survey of Public Relations

PBRL 3400-501

Fall 2019

Class meeting: TR, 9:40-11:05 a.m., Varnell-Jones 301

**Tori Cliff, M.A.**

**Office:** 206 Varnell-Jones Hall

**Office Hours:** TR 12:50-2:50 and by appointment only

**Email:** [tmcliff@memphis.edu](mailto:tmcliff@memphis.edu)

## 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.

### Prerequisites

None

### Textbooks, Software and Required Materials

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/jfqdut>
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.

### 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.

### 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 3400-501 to enter your course and read the instructions on the welcoming page

### Course Requirements

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. Late work will not be accepted. If a student knows about an absence in advance, students are encouraged to check with the professor to see if arrangements may be made 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.

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. Do well on class exams;
6. Be respectful of classmates and professor at all times; and
7. Participate in meaningful class discussion and activities/exercises.

### Grading

Exams: 50%

Activities/Assignments/Quizzes/Participation/Exercises: 50%

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F 0-59%

### 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.

## **COURSE SCHEDULE**

### *Week 1, Aug, 27-29: Welcome, Chapter 1*

Syllabus, introductions, chapter 1

Readings: Ch. 1

Assignments: Revel Work Ch. 1

### *Week 2, Sept. 3-5: Chapter 2*

Chapter 2 discussion

Readings: Ch. 2

Assignments: Revel Work Ch. 2

### *Week 3, Sept. 10-12: Chapter 3-4*

Chapter 3-4 discussion

Readings: Review notes and text for test prep

Assignments: Revel Work Ch. 3-4

### *Week 4, Sept 17-19: Chapter 4, Agency Profile Presentation Day 1, Study for Test 1*

First group of presenters, discussion Ch. 4., Test 1

Readings: Ch. 5

Assignments: Take Test 1, Revel Work Ch. 5

### *Week 5, Sept. 24-26: Your Brand, Chapter 5, Agency Profile Presentation Day 2*

Second group of presenters, Your Brand lecture, Digital media assign. discussion

Readings: Ch. 6

Assignments: Revel Work Ch. 6

### *Week 6, Oct. 1-3: Chapter 6, Agency Presentation Day 3*

Chapter 6 Discussion, third group of presenters

Readings: Ch. 7

Assignments: Revel Work Ch. 7

### *Week 7, Oct.8-10: Chapter 7 and Test 2*

Chapter 7 discussion, test 2

Readings: Ch. 8

Assignments: Take test 2, Revel Work Ch. 8

### *Week 8, Oct. 15-17: Fall Break and TBD*

TBD

Readings: Ch. 9

Assignments: Revel Work Ch. 9

*Week 9, Oct. 22-24: Chapter 8*

*Chapter 8 discussion, documentary TBD*

Readings: Ch. 10

Assignments: Work on Digital Media Evaluation Assignment

*Week 10, Oct. 29-31: Chapter 9, Videography*

*Chapter 9 discussion, videography assignment Q&A*

Readings: Ch. 10

Assignments: YouTube videography / Revel Work Ch. 10

*Week 11, Nov. 5-7: Chapter 10, presentations,*

*Chapter 10 discussion, fourth group of presenters (if needed)*

Readings: Ch. 11

Assignments: Revel Work Ch. 11

*Week 12, Nov. 12-14: Chapter 11 and Test 3*

*Chapter 11 discussion, test 3*

Readings: Ch. 13-14

Assignments: Revel Work Ch. 13, work on all other outstanding work

*Week 13, Nov. 19-21:*

*Chapter 13 discussion*

Readings: Ch. 14

Assignments: Revel Work 14, work on all other outstanding work

*Week 14, Nov. 26-28: Chapter 14 and Presentations*

*Chapter 14 discussion, social media presentations begin*

Readings:

Assignments: work on all other outstanding work

*Week 15, Dec. 3: Presentations cont.*

*Social media presentations cont.*

Readings:

Assignments: submit links to videography NLT 11:59 p.m.

## **ASSESSMENT AND OUTCOMES**

### **Five Pillars in PBRL 3400**

- *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.

- *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.
- *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.

### **Professional values and competencies for PBRL 3400**

- 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**

##### *Awareness*

- B 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

## **JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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**

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### **Electronic devices**

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

### **Attendance**

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### **Course repetition**

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### **Academic integrity**

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not



submitted according to the instructor's procedures may be penalized or may not be accepted at all.  
(Office of Legal Counsel, October 11, 2018)

### **Online SETEs**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

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. Media 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.

### **Student support**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in

connecting with campus or community support.