

# Survey of Public Relations

PBRL 3400-M51

Fall 2019

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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, Software and Required Materials

#### *Recommended*

The Associated Press stylebook 2018 (or 2017). New York: Basic Books.

#### *Required*

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2016). *Public relations: Strategies and tactics* (11th ed.). Upper Saddle River, NJ: Pearson.

You are required to purchase the REVEL version of the textbook, as you will be assigned reading, writing, and other homework activities in REVEL.

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, so 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).

### Classroom format

This course is delivered online in an asynchronous format, which means that you will work at your own pace each week to cover the lecture, material, and assignments. The professor is available to answer any questions via email, and will make announcements each week regarding the content, preparing you for upcoming work, and other class necessities. Announcements for the week will occur on Mondays; all work for that week will be due on the following Sunday at 11:59pm Central.

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.

### 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-M50 to enter your course and read the instructions on the welcoming page.

### Course Requirements

Course work will be accomplished every week, including readings, discussion posts, and quizzes to check your learning and comprehension. Each assignment must be completed by its due date and time (Central Time), which may vary by assignment, so make sure to check each individual due date and time to ensure that you post by the deadline.

Two exams will be part of your final grade. Tests will contain one or more units of study and 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 flipping through the text. You should read and be familiar with each section before taking its test.

### Online success

Your success in this online course will depend on your willingness to read the text, successfully complete quizzes, and complete written assignments/discussion papers, as scheduled. Success in taking quizzes and handling written assignments can be enhanced by studying the case problems at the end of the chapters, as well as the chapter content. Written assignments will be graded on content AND grammar, spelling, punctuation, and AP style (GSPS). Please refer to the grading rubrics on eCourseware for complete details.

All work and papers submitted must reflect critical thinking and knowledge of the material. In all our assignments, elaboration and examples (either from the text or elsewhere) are required. Items given as facts in elaboration must be referenced using APA referencing criteria (see below for APA citation resources).

### Grading

There are 710 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
PR Specialty Paper	75 points
Case Study	100 points
Discussion Posts/Responses	130 points
Revel Assignments	130 points

Exams (2)	100 points each	200 points
<b>Total</b>		<b>710 points</b>

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%  
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%  
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%  
D+ = 66.5-69.4%; D = 59.5-66.4%  
F 0-59.4%

## Other issues

### 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>.

I am willing to read over and provide comments/edits on rough drafts of all work, but require a minimum of 24 hours for turnaround. This should be done via email, not eCourseware.

### Repetition of Courses and Coursework

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 resume and logo).

### Late Work

All work and papers submitted will be considered final. You are required to ask via e-mail, set up an appointment in the chat room, or call your professor with your questions as to the proper completion of the assignment. It is your responsibility to ensure clarification of instructions. Late work may be accepted, but points will be deducted for lateness. Absolutely no work will be accepted, under any circumstances, beyond the final day of class (December 4, 2019 at 11:59pm Central).

### 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 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.

## COURSE SCHEDULE

*Week 1: August 26-September 1: Syllabus/Course Overview, Chapter One.*

Assignments: Extra credit exam.

*Week 2: September 2-8: Chapters Two, Four. History of/Working in PR.*

*Week 3: September 9-15: Chapter Three. Ethics, professionalism, law.*

Assignments: Video chats with Dr. J. News Reports begin.

*Week 4: September 16-22: Chapter Five. PR Process: Research.*

Assignments: Case study organization due.

*Week 5: September 23-29: Chapter Six. PR Process: Planning*

*Week 6: September 30-October 6. Chapter Seven. PR Process: Communication*

Assignments: Case study interviewee due.

*Week 7: October 7-13: Chapter Eight. PR Process: Evaluation*

*Week 8: October 14-20: Fall break!*

Assignments: Midterm.

*Week 9: October 21-27: Chapters Nine, Eleven. Public opinion, persuasion, diversity*

*Week 10: October 28-November 3: Chapter Thirteen. Social media.*

Assignments: PR Specialty papers due.

*Week 11: November 4-10: Chapters Fourteen, Nineteen. Mass media, government.*

Assignments: Video chats as needed.

*Week 12: November 11-17: Chapter Ten. Issues & crisis.*

*Week 13: November 18-24: Chapters Seventeen, Twenty-One. Corporate and nonprofit PR.*

*Week 14: November 25-December 1: Thanksgiving break! Chapter Eighteen. Entertainment, sports, tourism.*

Assignments: Video chats as needed.

*Week 15: December 2-4: Final exam.*

Assignments: Extra credit due. Case study papers due.