

Survey of Public Relations

PBRL 3400-001, 350

Spring 2020

Class meeting: M 5:30-8:30 p.m., MJ 112

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COURSE REQUIREMENTS

Catalog description

Broad survey of public relations and its relationship to marketing and communications.

Traditional and non-traditional public relations will be studied, and emphasis will be placed on problem-solving and applications of modern 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 15% of your grade. All quizzes are due by 12 p.m. on its assigned due date. All due dates can be found in REVEL and your syllabus.

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>

Strongly Recommended Text

Associated Press Stylebook. 2019 Edition.

Note: The latest electronic version of the AP Stylebook is available for a yearly subscription fee, and it comes with your purchase of the print version from the Associated Press store. The iPhone/Android app will serve you well.

Classroom Format

This class will be presented in lecture and discussion formats. Class discussion will cover the many aspects of public relations, including the fundamentals of the four-step process and its evolving role in communications as a whole. Students will write and submit four 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. For this class, we will use AP 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 or PBRL 3400 – 350 to enter your course and read the instructions on the welcoming page.

Grading

A combination of assignments, online REVEL quizzes, in-class discussions, one test and a final group project will be used to evaluate your progress in the course. Your required class attendance and participation have an impact on your grade, so be in class and on time. Grades are on the plus/minus system.

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%

Breakdown

Writing assignments: 20%
Online REVEL quizzes: 15%
In-class participation: 10%
Midterm: 20%
Final project: 35%

Extra credit is available with PRSSA and PRSA Memphis functions.

Assignments/Projects:

1. Research (Situation Analysis)
2. Planning (Objectives)
3. Implementation (Strategies, Tactics, Timeline and Budget)
4. Evaluation (Measurement)

Other issues

Lectures for each week coincide with the assigned textbook chapters. You must take the time to read the book and be prepared to study the content. These assignments, along with instructions and examples of how to successfully complete them, are available in eCourseware on the first day of class.

Time management is crucial. None of the assignments should be particularly difficult; however, waiting until the last minute to attempt them is not advised.

DEADLINES: Deadlines for this course are firm. Late work will not be accepted outside of reasonable circumstances, *if the student notifies the instructor prior to or on the due date*. Notifying the instructor that work will be late after the deadline has already passed or is imminent is unacceptable. All work must be turned in via eCourseware.

TECHNICAL SUPPORT: Computers and network access can be finicky. Unfortunately, providing tech support is beyond my capabilities. As a University of Memphis student, you are entitled to ask for help from the IT helpdesk. It is in your best interests to call as soon as you are aware of the problem, and to not wait until the last minute to begin your work. There are two ways to access University of Memphis IT helpdesk: call 901-678-8888, or log in to the website (umhelpdesk.memphis.edu) to open a ticket.

COURSE SCHEDULE

Week 1, January 27: What is Public Relations?

Class Introduction, Syllabus Review, REVEL Review
Readings: Chapter 1

Week 2, February 3: The Evolution of PR and PR Departments and Firms

This week covers two chapters. Remember to complete both quizzes on REVEL.
Readings: Chapters 2 and 4
Assignments: REVEL quizzes

Week 3, February 10: Ethics & Professionalism

Readings: Chapter 3
Assignments: REVEL quiz; choose campaign groups

Week 4, February 17: Research

This kicks off a three-week series on the public relations RACE/RPIE model.
Readings: Chapter 5
Assignments: REVEL quiz

Week 5, February 24: Action Planning

Readings: Chapter 6
Assignments: REVEL quiz; research assignment due

Week 6, March 2: Communication & Evaluation

This week covers two chapters. Remember to complete both quizzes on REVEL.

Readings: Chapters 7 and 8

Assignments: REVEL quizzes; planning assignment due

Week 7, March 9: SPRING BREAK – NO CLASS

ENJOY YOUR SPRING BREAK!

Week 8, March 16: Midterm

You will take your midterm online via eCourseware. Class will not meet.

Readings: Study for your midterm!

Assignments: Midterm on eCourseware; communication/implementation assignment due

Week 9, March 23: Public Opinion and Persuasion and Reaching Diverse Audiences

This week covers two chapters. Remember to complete both quizzes on REVEL.

We will be meeting with the organization for our campaign project during class.

Readings: Chapters 9 and 11

Assignments: REVEL quizzes; evaluation assignment due

Week 10, March 30: 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 11, April 6: Preparing Materials for Mass Media and Politics and Government

This week covers two chapters. Remember to complete both quizzes on REVEL.

Readings: Chapters 14 and 19

Assignments: REVEL quizzes; team work on final project

Week 12, April 13: Conflict Management

Readings: Chapter 10

Assignments: REVEL quiz; team work on final project

Week 13, April 20: Corporations and Nonprofit/Health/Education

This week covers two chapters. Remember to complete both quizzes on REVEL.

Readings: Chapters 17 and 21

Assignments: REVEL quizzes; team work on final project

Week 14, April 27: Global Public Relations

You will have time to work with your groups this week and ask any questions about your campaign presentations.

Readings: Chapter 20

Assignments: REVEL quiz

Week 15, May 4: CAMPAIGN PRESENTATIONS

Last day of classes. All groups will give their campaign presentation today.

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

- 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 be required 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

Students 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.