Introduction to Public Relations

Communication 2330
Department of Communication – Angelo State University
Fall 2019            MW 2:00 pm-3:15 pm            Location A105

Instructor: Dr. Leslie Y. Rodriguez
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Office Hours: Monday: 1-2 pm, 3-6 pm; Tuesday: 1:45-3:45 pm; Wednesday: 1-2 pm, 3-4:00 pm; Thursday: 1:45-3:45 pm; Friday: by appointment


Course Description: Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

Student Learning Outcomes

Knowledge Outcomes

By the conclusion of the course, students will understand:

- Basics of public relations history, principles, functions, and techniques
- Processes involved in public relations campaigns
- Legal and ethical implications of public relations
- How the field of public relations affects, and is affected by, a wide diversity of publics in the global community

Skill Outcomes

By the conclusion of the course, students will:

- Create a GOTS sheet for a mini-event through the PR campaign process.
- Learn to Research an Organization
- Learn to write a press Release
- Learn to construct a media kit

Student responsibilities

- Be punctual and attend every class
- Come to class prepared and ready to discuss PR topics
- Read assigned material before class and bring course materials with you
• Keep abreast of current events and industry news
• Meet all deadlines.

**Course Evaluation**

300 pts Tests (3@100)
100 pts Discussion Responses (10@10pts)
100 pts Daily Assignments/Activities

100 pts Press/Media Release
150 pts Research Paper
250 pts Media Kit

**Tests:** You will have three tests assessing your comprehension of the textbook and course content.

**Online discussions:** You will participate in online discussions related to the textbook and course content. These discussions assess your comprehension and application of the course textbook. You will be graded on grammar, writing mechanics, application, and insightfulness.

**Daily Assignments/Activities:** You will be assigned tasks and activities related to the course materials.

**Research Paper:** You will research three careers in the public relations profession and write a paper summarizing your discoveries. Instructions and exemplars will be provided at a later date.

**Media Kit:** Students will create the documents necessary for a media kit in groups. Instructions and exemplars will be provided at a later date.

**Final Exam:** Students will have the option to take the final exam or as their group use the information learned in the class to help collect board games for a local toy drive at Belaire Elementary. Instructions and exemplars will be provided at a later date.

**Grading Policies**

Assignments will be graded on writing, mechanics, persuasion, message management, and style. Writing includes utilizing appropriate style for targeted audience, organization, flow, attribution, etc. Mechanics includes grammar, spelling, punctuation, Associated Press Stylebook adherence, and appropriate style and usage. Students should consult with the professor before the last week of the semester if they question their grade. Grades will be posted on Blackboard.

**Grading Scale**

A=1000-900 points  B=899-800 points  C=799-700 points  D=699-600 points  F=599 points and below

**Writing Parameters**

Unless otherwise instructed, please use the following parameters for assignments:

- Use 1.5 or 2.0 line spacing
- Use 11- or 12-point Times New Roman Font
- Place your full name and assignment description at the top of the first page
- Make the file name “yournameassignmentname” for online submissions.

Failure to follow writing parameters will result in a grade reduction of 10% for the first offense. Subsequent offenses will be penalized harsher. Additionally, unless otherwise specified, all assignments
must be submitted in a Word document. A grade of zero will be recorded for work that cannot be opened. It is your responsibility to ensure that assignments are properly submitted. Assignments submitted in the Comments section on Blackboard will receive a zero.

**Deadlines Policy**

PR professionals have to meet them. **Late assignments will not be accepted.** Turn in what you have by deadline even if you are still waiting on additional information. Plan ahead and allow time for any problems that may arise. It is your responsibility to make sure work is received by the date/time it is due. Proper submission is your responsibility. Always double check to ensure that your work is properly uploaded and received.

**Attendance**

Regular attendance is required in this course. Attendance will be taken and counted beginning the first day of class. The student is allowed to miss 3 days (MWF), 2 days (T/R), and 1 day (if class meets once a week) without penalty to the final grade. However, a student’s absence will result in a zero for all work/assignments completed on that day. Once a student misses more than the allotted absences mentioned above, two (2) points will be deducted from the student’s FINAL average for each additional absence. This number includes both EXCUSED and UNEXCUSED absences. You will be counted absent if you are not present for the entire class. Three tardies (more than 10 minutes) will result in an absence.

To be considered excused for a class absence, the student must be excused through the school as they will be attending a school sponsored event. In these cases, it is the responsibility of the student to complete any assignments they will be missing prior to their departure. Please come talk to me if as soon as you know you will be missing a class.

**Late Presentations**

If you are not present when scheduled to give your speech and do not have a legitimate reason for being absent (i.e., hospitalization, funeral of close family member), YOU WILL RECEIVE A ZERO for that presentation. Only if an absence is excused through the school or the instructor will a student be allowed to make up a speech. If you have a legitimate reason for missing, YOU ARE REQUIRED TO MAKE UP YOUR SPEECH THE DAY THAT YOU RETURN. This means that you must have your documentation legitimizing your absence and your speech materials ready. You will be FIRST to present on the day that you return. However, if you do not have a legitimate reason, remember course policy states: FAILING TO GIVE A SPEECH ON THE ASSIGNED DATE WILL RESULT IN A ZERO. NOT DELIVERING ALL FOUR SPEECHES WILL RESULT IN AUTOMATICALLY FAILING THE CLASS REGARDLESS OF YOUR NUMERICAL AVERAGE.

Also, showing up late on your scheduled speech date will result in 15 points being deducted from your speech.

**Late Tests**

If you miss a test due to an excused absence (i.e., hospitalization, funeral of close family member), you must make the test up within a reasonable length (no more than one week, desirably less.) All arrangements for making up work should be made prior to the absence, if possible, and is the student’s responsibility. A typed, signed and dated explanation must be given to the instructor upon returning to class.

**Academic Misconduct**
Plagiarism in your speech will result in a zero for the assignment, and the instructor may pursue additional measures. Speeches are to be the original composition of each student. Outside sources are required for each assignment with proper citing in a bibliography as required.

**Class Etiquette**

Please be a courteous student and peer. Use of cell phones in class will result in you being counted absent for the day, and will result in a 0 for any work completed on that day. Students may not use Snapchat, Instagram, Facebook, or any other social media outlet to post pictures or videos of other students or their performance in the classroom. Failure to comply with this rule will result in you being reported to the Dean of Student Life.

**Dress Requirement**

Appropriate dress is required for each presentation. Specific requirements will be announced by the instructor prior to the speech.

**Honor Code Policy**

Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

**Disability Statement**

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting:

Mrs. Dallas Swafford, Director of Student Development  
325-942-2047 office or 325-942-2211 Fax  
dallas.swafford@angelo.edu  
University Center, Suite 112B

**Religious Holiday Observance**

A. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20.

B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.
Disclaimer:

The syllabus may be changed at the discretion of the instructor. Changes will be discussed in class and posted on Blackboard. It is the student’s responsibility to keep abreast of such changes.

16-week Course Outline

Week 1
Syllabus and Assessment Overview: Online Discussions, Assignments, Volunteer Activity, and Research Paper
Chapter 1 Strategic Public Relations
Discussion #Intro – Discuss what interests you have in PR and what specifically you are interested in doing in the industry.

Week 2
Chapter 2 The History of Modern Public Relations

• Discussion# 1: List three points from both Chapters 1 and 2 and explain why they stand out to you.

Week 3
Chapter 3 Ethics and Law in Public Relations

• Discussion #2
  o Participate in an online discussion covering three questions from Chapter 3

Week 4
Chapter 4 Foundations of Public Relations

• Prepare a paper that discuss the organization you will be volunteering for and what role you will play.

Week 5
Chapter 5 Implementing Your Strategic Communications Plan

• Discussion #3
  o Participate in an online discussion covering three questions from Chapter 5

Week 6
Test #1—Covering Chapters 1-5
Chapter 6 Public Relations Writing

Week 7

Chapter 7 Media Relations in a Digital World
* How to write Press/Media Release
  
  - Discussion #4 – Answer the questions regarding Chapter 7

Week 8

***Research Paper Due: Monday, October 14th***
October 14th: Chapter 7: Media Relations in a Digital World
October 16th: Discuss Media Kit; Start Working on Media Kit

Week 9

****Individual Press Release Due: October 21****

October 21: Chapter 9 Corporate Social Responsibility and Community Relations
October 23: No Class/Meet with group independently and work on Media Kit

Week 10

October 28: Guest Speaker Lyndy Stone

October 30: Chapter 10 Employee Relations, Corporate Culture, and Social Responsibility
  
  Give Toy Drive Final Exam Group Project Option/Work On Media Kit

Week 11

November 4: Test Chapters 6, 7, 9, 10

November 6: Work on Media Kit/Toy Drive Group Project

Week 12

November 11: Chapter 12 Corporate Communication and Reputation Management

November 13: Work on Media Kit/Toy Drive Group Project
Week 13

November 18: *Chapter 13 Issues Management and Crisis Communication*

November 20: **Media Kit Due; Work on Toy Drive Group Project**

Week 14

November 25 – Media Kit Due

November 27: No Class

Week 15

Finish up Final Exam Project or Prepare to Take Final Exam (Chapters 12-13)

December 2: Group Toys (Board Games) Due

Week 16

*Final Exam or Toy Drive Option —Covering Chapters 12 - 13*