Instructor: Dr. Leslie Y. Rodriguez
Telephone: 325/486-6089
Office: Library 3rd Floor – 306M
Office Hours: M/W: 11:00am-12:00 noon; T/R: 11:00 am-1:00 pm; Virtually 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
By the conclusion of the course, students will understand:
- Basics of public relations 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

Required materials
- Follow PR groups on social media. (PR Daily is helpful.)
- Follow PR stories and current events using apps and online platforms of your choice. Flipboard is recommended.

Grading Scale:

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

Course Evaluation
Exams 300 points  3@100 points
Quizzes 220 points  11@20 points
Research Paper 100 points  1@100 points
Press Release 100 points  1@100 points
Discussion Board/Assignments 280 points  10@28 points

Course Components:
Exams: You will have three tests assessing your comprehension of the textbook and course content.
Quizzes: You will have weekly quizzes that tests your knowledge on chapter material.
Discussion Boards/Assignments: 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. You will also be assigned tasks related to the course material.

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.

Press Release: You will be asked to produce an original press release regarding an event.

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.

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

Course Policies

Late Work: Late work is not accepted. You will receive a 0 for any assignment that is not turned in by the due date/time listed on blackboard. Being that you have 5 days to complete assignments, technology issues is not a valid excuse for late work. So, please work ahead of schedule to insure that everything is submitted on time. If you feel you have a valid excuse for not submitting an assignment on time (i.e., your hospitalization, tested positive for COVID-19, funeral of immediate family member, you must contact the instructor to inform them of this excuse. The instructor will determine if the excuse is valid. If the excuse is valid, you will be given a second due date.

Late Tests: If you miss a test due to an excused absence (i.e., your hospitalization, funeral of immediate family member, recently tested positive for COVID-19), 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. Once the instructor has verified the absence, your new due date will be given.

Academic Misconduct: Plagiarism in your assignments will result in a zero for the assignment, and the instructor may pursue additional measures. All work is to be the original composition of each student. If outside sources are required for an assignment, proper citing is required.

Class Etiquette: Please be a courteous student and peer.

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.
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.

Title IX at Angelo State University:
The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

Students are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator at:
Michelle Boone, J.D.
Director of Title IX Compliance/Title IX Coordinator
Mayer Administration Building, Room 210
325-942-2022
michelle.boone@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic and Counseling Center at 325-942-2173 or the ASU Crisis Helpline at 325-486-6345.

For more information about Title IX in general you may visit www.angelo.edu/title-ix.

Course Syllabus Statement on Required Use of Masks/Facial Coverings by Students in Class at Angelo State University: As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required
to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.
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<thead>
<tr>
<th>Week</th>
<th>Chapter Readings</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>1 Week of Aug. 17</td>
<td>Introduction to Course; Course Syllabus&lt;br&gt;Chapter 1: Strategic Public Relations</td>
<td>Assignments Due Aug. 22\textsuperscript{nd} by 5 pm:&lt;br&gt;Review Course Syllabus &amp; Schedule&lt;br&gt;Chapter Readings: 1&lt;br&gt;Chapter Quizzes: 1&lt;br&gt;Chapter 1: Assignment/Discussion Board</td>
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<td>2 Week of Aug. 24</td>
<td>Chapter 3: Ethics and Law in Public Relations</td>
<td>Assignments Due Aug. 29\textsuperscript{th} by 5 pm:&lt;br&gt;Chapter Readings: 3&lt;br&gt;Chapter Quizzes: 3&lt;br&gt;Chapter 3: Assignment/Discussion Board</td>
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<td>3 Week of Aug. 31</td>
<td>Chapter 4: Foundations of Public Relations</td>
<td>Assignments Due Sept. 5\textsuperscript{th} by 5 pm:&lt;br&gt;Chapter Readings: 4&lt;br&gt;Chapter Quizzes: 4&lt;br&gt;Chapter 4: Assignment/Discussion Board</td>
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<td>4 Week of Sept. 7</td>
<td>Chapter 5: Implementing Your Strategic Communications Plan</td>
<td>Assignments Due Sept. 12\textsuperscript{th} by 5 pm:&lt;br&gt;Chapter Readings: 5&lt;br&gt;Chapter Quizzes: 5&lt;br&gt;Chapter 5: Assignment/Discussion Board</td>
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<td>5 Week of Sept. 14</td>
<td>Exam #1—Covering Chapters 1, 3-5</td>
<td>Assignments Due Sept. 19\textsuperscript{th} by 5 pm:&lt;br&gt;Take Exam #1</td>
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<td>Week</td>
<td>Chapter</td>
<td>Assignments Due</td>
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| 6 Week of Sept. 21 | Chapter 6: Public Relations Writing  
*Press Release Due | 26th Sept by 5 pm | 6                | 6                |                                     |
<p>| 7 Week of Sept. 28 | Chapter 7: Media Relations in a Digital World | 3rd Oct by 5 pm | 7                | 7                | Assignment/Discussion Board         |
| 8 Week of Oct. 5 | Chapter 8: Social Media and Emerging Technologies | 10th Oct by 5 pm | 8                | 8                | Assignment/Discussion Board         |
| 9 Week of Oct. 12 | Exam #2 — Covering chapters 6 – 8 | 17th Oct by 5 pm |                  |                  | Take Exam #2                        |
| 10 Week of Oct. 19 | Chapter 9: Corporate Social Responsibility and Community Relations | 24th Oct by 5 pm | 9                | 9                | Assignment/Discussion Board         |</p>
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<tr>
<th>Week</th>
<th>Assignment/Activity</th>
<th>Due Date</th>
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<tr>
<td>11 Oct 26</td>
<td>Chapter 10: Employee Relations, Corporate Culture, and Social Responsibility</td>
<td>Assignments Due Oct. 31st by 5 pm:</td>
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<td>Chapter Readings: 10</td>
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<td>Chapter Quizzes: 10 (worth 2 quizzes)</td>
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<td>Chapter 10: Assignment/Discussion Board (worth 2 DBs)</td>
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<td>12 Nov 2</td>
<td>Work on Research Paper</td>
<td>Assignments Due Nov. 7th by 5 pm:</td>
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<td>Turn in Full Outline of Your Research Paper (Worth Quiz &amp;Discussion Board Grade)</td>
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<td>13 Nov 9</td>
<td>Work On Research Paper</td>
<td>Assignments Due Nov. 14th by 5 pm:</td>
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<td>*Research Paper Due</td>
<td>Research Paper Due</td>
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<td>November 10th – Last Day to Drop Class</td>
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<td>Week 14</td>
<td>Final Exam - Chapters 9-10</td>
<td>Assignments Due:</td>
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<td>Nov 16-</td>
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<td>*Final Exam (Saturday, November 21st, by 5pm)</td>
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