Office hours: I will have daily office hours posted once the semester gets underway. However, regardless of the hours, you are urged to make an appointment so that I will be sure to be there.


Catalog Description: Fundamentals of public relations with emphasis on the preparation of PR campaigns, including news releases for various media, newsletters and speeches.

My Description: Fundamentals of public relations, including opportunities in public relations and what PR practitioners do. A significant portion of the semester will be spent preparing news releases.

Objectives: By the end of this course, you should:
✓ Know the opportunities available in the field of public relations.
✓ Know and understand the terminology of public relations.
✓ Know the place of PR in the corporate environment.
✓ Know how to create a press release.
✓ Know and understand the legal and ethical considerations in the practice of public relations.

Essential Objectives: In this course, it is hoped you will learn fundamental principles, generalizations, or theories about the field of Public Relations as well as developing specific skills, competencies and points of view needed by professionals in the field most closely related to this course (Public Relations).

Course Content: The class will consist mainly of lecture, exams and a major class assignment.

Evaluation: The departmental learning goals listed above will be assessed through the average of several assignments given throughout the semester. Primarily the class will consist of reading assignments followed by responses to short-answer questions. The responses will be judged on their use of examples, citations from the book and the application of that material to the answers. In other words, SHOW, DON’T TELL. Each assignment will be worth a possible 10 points. Late assignments – for whatever reason – cannot earn more than seven points. Answers that lack citation cannot earn more than five points.

Attendance: It is the policy of Angelo State University that attendance be taken each day. If you do not miss any classes, three points will be added to your final grade. Other points will be awarded as follows: one absence, two points; two absences, one point.
Examinations will not be made up unless you let me know at least one class period ahead of time. The only absences that will be “excused” are school-related trips. You must notify me ahead of time to be “excused.”

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
It is a violation of the honor code policy to sign someone else’s name to a roll sheet.
Americans with Disabilities: "Persons with disabilities which may warrant academic accommodations must contact the Student Life Office, Room 112 University Center, to request such accommodations prior to any accommodations being implemented. You are encouraged to make this request early in the semester so that appropriate arrangements can be made."

Academic Advising: The College of Liberal and Fine Arts requires that students meet with a faculty adviser as soon as they are ready to declare a major. The faculty adviser will set up a degree plan, which must be signed by the student, faculty advisor, and the department chair.

Grade Appeal Process: A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details see Operating Procedure 10.03 at http://www.angelo.edu/content/files/14196-op-1003-grade-grievance

Title IX at Angelo State University: Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. 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. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting: Michelle Miller, J.D.

Title IX Coordinator
Mayer Administration Building, Room 210
325-942-2022
michelle.miller@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 at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.
The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above.

For more information about Title IX in general you may visit www.angelo.edu/title-ix.
Class Schedule: The semester essentially will follow the outline of the book.

Topics:
What is PR?
What do PR people do?
PR history
Publics in PR
Communications theory
Public opinion
Ethics
Research
Planning
Communication
Message development
Cyber PR
Crisis Communication
PR and the law