

ANGELO STATE UNIVERSITY

COMM 2330: Introduction to Public Relations (MWF 9:00-9:50; Lib 316)

Fall 2021

Marta N. Lukacovic, Ph.D.



ANGELO STATE UNIVERSITY
Department of Communication & Mass Media



INTRO TO PR

Dr. Lukacovic

Instructor information:

Email: marta.lukacovic@angelo.edu

- If you have not received a response after 48 hours since your message was sent, please follow up.

Telephone: (325) 486 6089

Office: Porter Henderson Library 306M

Office Hours: MTW 2:00 – 3:00 pm on campus; or set up a separate appointment by e-mail (options for a meeting type; In-person or via Zoom)

Required Textbook:

Introduction to Public Relations: Strategic, Digital, and Socially Responsible Communication (2021) 2nd Edition
by Janis Teruggi Page (Author), Lawrence J. Parnell (Author); publisher: Sage. ISBN-13: 978-1544392004

Possible Additional Required Readings:

Posted on Blackboard and announced (via e-mail, Blackboard, and/or in class)

Course Description:

This course offers specific introductory information on public relations (PR).

The course lectures, readings, and assignments are designed to help students better understand principles and practices of PR, including topics such as ethics and social responsibility, media relations, persuasion, crisis communication, intercultural communication, public diplomacy, etc.

Student Learning Outcomes:

By the end of the course, student should be able to:

1. Describe the history and development of the public relations industry.
2. Demonstrate understanding of theories used in public relations practice.
3. Practice using various public relations techniques and tactics to effectively communicate your message to your target audience (via various channels)
4. Point out issues and trends that shape and continue to shape the practice of public relations in the present and in the future.
5. Weigh the ethical and legal requirements in public relations practice.
6. Relate current media and events to ideas and theories in the text.

Course Requirements - Assignments (1000 points):

Worksheets, Quizzes, Homework Assignments, and in-Class Activities = 90 points

Students may be given several quizzes on chapter material throughout the course of the semester. Quizzes may consist of multiple-choice, true/false, and essay questions. Some quizzes will be announced ahead of time but unannounced pop-quizzes may also occur. Furthermore, there will be other activities (for examples worksheets to be completed in class or as homework).

Participation = 60 points

Students will be graded on their ability and willingness to discuss course material during class lecture. The following scale will be used to determine participation points:

60 points=Excellent 50 points=Good 40 points=better than average 30 points=average 20 points=fair 10 points=poor

- Points will be subtracted for unexcused absences

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Exams = 400 points

Exam 1.....100 points

Exam 2.....150 points

Exam 3.....150 points

Exams may consist of multiple-choice, true/false, and essay questions. Details regarding the exams will be discussed in class.

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Discussion Leadership = 50 points

Each student will lead a discussion on a specific section of the material that is covered in class. Handout will be distributed later and details regarding the assignment will be discussed in class.

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Projects on Research, Branding, & Media Writing = 400 points

Paper.....200 points

Media Writing assigns....100 points

Presentations.....50 points

Other smaller assigns (sum)..50pts.

Handouts will be distributed later and details regarding the assignments will be discussed in class. Assignments will include written work, in-class presentations, writing for digital media, etc.

Course Grading

A=1000-900 points

B=899-800 points

C=799-700 points

D=699-600 points

F=599 points and below

Course Policies & University Policies

1. 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, four (4) points will be deducted from the student’s participation score for each additional absence. 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.

2. Late Tests/Exams

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. Missing a test for an unexcused reason results in a zero for the exam.

3. Late Assignments

Generally, late work will not be expected unless the delay occurred due to an excused absence (verified by the University). Documentation will be required.

If extension is negotiated and granted prior to the deadline, student should expect 8% deduction for each late day.

4. Academic Misconduct

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

5. 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

6. Class Etiquette & Tech Devices Use

A. 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.*

B. Students are **not allowed to use their laptops/tablets** to take notes, or text, IM, and surf the web while they are in class, or use their electronic devices to check the time during exams or quizzes. Glass & Kang (2018) note that several classroom studies have found a negative correlation between the amount of time spent using an electronic device during class and subsequent exam performance using both self-report measures of electronic device use (Fried, 2008; Jacobsen & Forste, 2011; Junco, 2012; Ravizza, Hambrick, & Fenn, 2014) and direct electronic monitoring (Kraushaar & Novak, 2010; Ravizza, Uitvlugt, & Fenn, 2017). For that reason, **all cell phones and electronic devices must be turned off during class time.**

- If you have a special condition and/or accommodation that necessitates electronic assistance, please discuss your case with the professor to request an exception. A doctor's note or other appropriate documentation will be required.
- If you use your devices during class time without professor's permission, your participation grade will be lowered.
- Conduct of behavior and academic honesty requirements as specified by the University should be followed in connection to the technological devices and digital media use

7. Dress Requirement

Appropriate dress may be required for class presentations. Specific requirements will be announced by the instructor prior to the speech.

8. 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:

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

9. 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.

10. 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. Sex discrimination, sexual misconduct, public indecency, interpersonal violence, sexual assault, sexual exploitation, sexual harassment, and stalking are not tolerated at ASU. As a faculty member, I am a Responsible Employee meaning that I will report any allegations I am notified of to the Office of Title IX Compliance in order to connect students with resources and options in addressing the allegations reported. You are encouraged to report any incidents to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller J.D.
Special Assistant to the President and 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.

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

11. Syllabus, Calendar, and Other Course Content Changes

The faculty member reserves the option to make changes as necessary to this syllabus, calendar, and the course content. If changes become necessary during this course, the faculty will notify students of such changes by email, course announcements and/or via a discussion board announcement. It is the student's responsibility to look for such communications about the course on a regular basis.

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Course Schedule

Week	Topic/Activities/Chapter Readings	Due Dates
1 Week of Aug. 23	Introduction to Course; Course Syllabus Strategic PR Chapter 1	
2 Week of Aug. 30	History of PR Ethics & Law of PR Chapter 2 & 3	
3 Week of Sept. 6	Research & Theory of PR Chapter 4	Quiz Highly Possible
4 Week of Sept. 13	PR Planning & Writing Chapter 5 & 6	Quiz Highly Possible
5 Week of Sept. 20	Media Relations in the Digital World; Social Media; & Emerging Media Chapter 7 & 8	
6 Week of Sept. 27	Corporate Social Responsibility Chapter 9 & 10	Monday Sept. 27; Exam 1
7 Week of Oct. 4	Reputation Management Chapter 11	
8 Week of Oct. 11	Crisis Communication Chapter 12	
9 Week of Oct. 18	Sports, Tourism, Entertainment Chapter 13	

10 Week of Oct. 25	Nonprofit, Health, Education, & Grassroots Chapter 14	Wednesday Oct. 27; Exam 2
11 Week of Nov. 1	Government Relations & Political Communication Chapter 15	
12 Week of Nov. 8	Public Diplomacy Chapter 16	Wednesday Nov. 10; Final Paper Draft Due
13 Week of Nov. 15	Poster & Media Workshop	Monday Nov. 15; Exam 3
14 Week of Nov. 22	Poster & Media Workshop (November 22– LAST DAY TO DROP CLASS OR WITHDRAW FROM UNIVERSITY) (November 24-26 Thanksgiving Holidays)	
15 Week of Nov. 29	Final Presentations	In Class Final Presentations
FINALS Week of Dec. 6th		Wednesday Dec. 8 by Noon; Final Paper Revisions Due

*Calendar may be modified due to unforeseen circumstances or pedagogical reasons. Additional smaller assignments will be added. Details and additional assignment information will be discussed in class.