

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..

Text: “Public Relations: A Values-Driven Approach,” Guth and Marsh.

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.

Methods of Evaluation: Grades in the class will be determined by a combination of test grades and performance on assignments. The bulk of the points on written assignments will be a final project, which will consist of a proposal for a public relations campaign for a nonprofit organization of your choice. If you need help, you will find a pretty comprehensive list of organizations in the San Angelo area at www.wcc.net/~cvshrc/volunteer3.html.

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. Angelo State University, and your esteemed professor, are 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. You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone.

Exam Schedule: Here is a schedule of examinations. When we have discussed each of the chapters indicated, you should know an examination is imminent.

Examination 1 – Chapters 1, 2 and 3

Examination 2 – Chapters 4, 5 and 6

Examination 3 – Chapters 7, 8 and 9

Examination 4 – Chapters 10, 11 and 12

Final Examination – Chapter 15:

