

Loyola University Chicago
COMM 210 - 203: Principles of PUBLIC RELATIONS
Fall Semester 2018 Course Syllabus
Corboy Law Center (CLC) 0302
Monday 4:15 - 6:45 p.m.

Instructor: Alyssa Burns
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Office Hours: 3:15 - 4:00 (before class) Please call or text to make an appt.
Required Text: Think Public Relations by Wilcox, Cameron, Reber & Shin
ISBN# 13: 9780205857258

AP Style will be used in developing written materials for the class. Students should access an AP Stylebook or AP Stylebook Online App. ISBN# 978-0-917360-67-1.

- Additional readings will also be provided or recommended by the instructor in class.

Course Description

The course will serve as a foundation for those interested in a career in public relations as well as provide a helpful overview of the practice for those planning careers in other fields. It will provide an introduction to public relations and its role in American society. Basic principles and theories are reviewed and the communications planning process is examined. Students will examine current issues/case studies and trends and analyze the ethical and legal considerations incumbent on the public relations practitioner. In addition, the student will learn basic public relations terms, tactics and the importance of writing skills and storytelling. The course is intended to help students prepare an external or internal public relations plan and best practices when working as an intern or entry level associate.

Classes will consist of a mix of lectures, small group discussions, Q&A, case presentations and analysis, group work and occasional guest speakers who specialize in some facet of the public relations profession.

Course Objectives:

- Familiarize students with the basic terms, concepts and principles of public relations.
- Expose the student to strategies and tools of public relations.
- Provide hands-on writing experience and initial steps in develop communications planning skills.
- To provide real examples of successful public relations campaigns.

By the end of this course students will be familiar with how public relations can impact an organization's image, what is likely to be asked of them in an entry level position, and the basics of how to design and write a public relations program.

Class Requirements:

Over the course of the semester, students will collaborate on plans, write, and present assignments, and learn about press releases, executive memos, media and blog pitches and other communications collateral. Additionally, students will be required to read and give summaries on news coverage of local, national and international significance. Finally, students will learn about the field of public relations and the opportunities for specialization that exist today. Assignments will be used to review discussions and readings. There will be a midterm and final exam. Attendance, participation and professionalism will affect the final grade. All classroom activities are designed to prepare students for the work environment and real world professional challenges.

Students will be expected to know material covered in lectures. It will be critical to keep up with the direction regarding assigned readings, and on news here and around the world. Students should expect to work together and write and edit materials before receiving a final grade.

Please remember that in public relations you are frequently writing to a professional audience. Structure your writing style accordingly. Content, quality, persuasiveness and neatness count. Use spell-check. Papers containing typos, errors grammar and punctuation will be downgraded. Check your facts and proofread your work.

Classroom Environment

Students are expected to act in a professional manner in class. This includes showing up and being on time. You must let me know ahead of time if you'll be absent. Unexcused absences will affect your final grade.

Tips for succeeding in the course:

- Attend class. If the instructor talks about it during class it has significance.
- Read the text but be mindful of instructor updates. If something is not clear ask about it in class. ASKING QUESTIONS AND CLASS PARTICIPATION IS ENCOURAGED.
- Proof and edit your work. Re-write, edit, and edit again. Follow AP style. Use MORE than spell check. An innocent typo can make you look sloppy.
- Keep up with the work and the readings.
- Style points count. Boardroom quality is not expected, but a good-looking paper or presentation has a way of earning extra attention.

Attendance

The instructor does not recommend missing any class sessions as in-class exercises or homework could be given in your absence. Making up the missed work may not be possible. If you have to miss a class, make arrangements to get assignments from another student and complete them by the due date. Absences on the day of a test or when a project is due will not be acceptable. If you must be absent one of those days you must contact the instructor in advance. You will be required to present medical or other emergency/official documentation explaining your absence before you will be permitted to make up an exam.

Additional Classroom Policies

- Cell phones are not allowed to be used during class. They must be turned off. No texting, tweeting, Instagramming, emailing, etc. Laptops may be used for taking notes, however all presentation decks will be provided through Sakai.
- No late assignments will be accepted unless there are significant, extenuating circumstances. Students must communicate with me immediately if they are unable to meet a deadline. There are no exceptions to this.
- All written assignments must be typed, double-spaced and proofread. Errors in grammar, spelling and organization will result in a lower grade.
- Students are responsible for all readings, as directed, whether or not they are discussed in lecture.

Assignments and Breakdown of Grade

Class participation and assignments are essential to a good grade in this course. If you come to class unprepared, or if you do not come to class, or fail to complete all of your assignments on time, it will be difficult to get a good grade.

A	100-94	B-	82-80	D+	69-68
A-	90-93	C+	79-78	D	67-64
B+	89-88	C	77-73	F	below 64
B	87-83	C-	72-70		

Assignments may shift or change based on class progress. Any changes will be communicated in advance and adequate preparation time will be given.

This course consists of completing the following projects:

ASSIGNMENTS – 50%

- Tell your story
- Choose groups and semester topic
- Conduct initial research
- Outline PR Plan
- Prepare audience analysis
- Outline measurement strategy
- Identify potential conflicts and issues
- Define media strategy
- Plan global overlay
- Plan presentation

All assignments graded based on quality as well as timeliness. Assignments above will be presented by several students each week and discussed by the class

CLASS PARTICIPATION & PROFESSIONALISM – 20%

(TBD Class Days; TBD Participation Days)

- Attendance and timeliness will be monitored
 - Attendance (1.5 points)
 - Timeliness (1.5 points)

- Notice in advance of missed class = (3 points)
- Class presentation or participation = (5 points)
- No notice of missed class= (0 points)

EXAMS – 30% (2 Exams)

- Midterm Exam
- Final Exam

Schedule

Note: The instructor reserves the right to make changes in the course schedule and assignments.

I will also be bringing in Guest Speakers throughout the semester; I'll let you know the dates as I confirm them.

Week One: August 27

Course Overview (bring textbook)

Expectations and Outcomes

- Professional Goals
- AP Style
- PRSA Statement of Ethics
- Text v. Lectures
- Semester Topics
- Semester Teams and Plans
- Attendance and Participation

Chapter 1: What is Public Relations

Chapter 2: Careers in Public Relations

Assignment: Tell Your Story Due: Start of Class 9/10

Week Two: NO CLASS LABOR DAY 9/3, but read the following chapters

Chapter 3: The Growth of the Profession

Chapter 4: Today's Practice

Week Three: September 10

Chapter 5: Research and Campaign Planning

Tell Your Story at beginning of class

Assignment: Choose Group and Topic for Semester Due: Start of Class 9/17

Assignment: Topic Research and Topic Direction; Outline PR Plan Due: Start of Class 9/17

Week Four: September 17

Chapter 10: Reaching Diverse Audiences

Assignment: Define Target Audiences for Plan Due: Start of class 9/24

Week Five: September 24

Chapter 6: Communication and Measurement

Chapter 7: Public Opinion and Persuasion

Assignment: Outline Initial Measurement Strategy Due: Start of Class 10/1

Week Six: October 1

Chapter 8: Managing Competition and Conflict

Assignment: Identify Potential Conflicts and Issues Due: Start of Class 10/15

Week Seven: NO CLASS - MID-SEMESTER BREAK

Week Eight: October 15

Chapter 11: The Mass Media

Chapter 12: The Internet and Social Media

Assignment: Develop Media Strategy (Integrated Traditional and Social Program)

Due: Start of Class 10/22

Week Nine: October 22

Chapter 13: Events and Promotions

NO Assignment: Team Work Time and Instructor Support

Week Ten: October 29

Chapter 9: Ethics and the Law

Midterm Exam: Multiple Choice & T/F 10/29

Week Eleven: November 5

Chapter 14: Global Public Relations

Assignment: Add Global Overlay to Plan Due: Start of Class 11/12

Week Twelve: November 12

Chapter 15: Corporate Public Relations

NO Assignment: Team Work Time/Integration of Corporate Strategy

Week Thirteen: November 19

Chapter 16: Entertainment, Sports and Tourism

Chapter 17: Government and Politics

NO Assignment

Week Fourteen: November 26

Chapter 18: Non-Profit, Health and Education

NO Assignment: Team Work Time/Plan Consolidation and Instructor Support

Week Fifteen: December 3

Assignment: Final Plan Presentations: Teams 1, 2, 3 & 4

Week Sixteen: **FINAL EXAM**

Final Exam: Monday, December 10, 4:15 p.m.

School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source> .

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at: http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)