

COMM 210 Principles of Public Relations Spring 2019

Thursday 7:00 – 9:30 PM
SoC013

Instructor: Dr. Chris Yim

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211, School of Communication

*Office Hours: Mon/Wed 2:40 to 4:00 pm by online appointment only

1. Course Description

- a. This is an introductory course to lead students to understand the role of PR in relations with society.
- b. By exploring the past, current, and future of PR, students will understand the theories and their reflection into real practices.
- c. Topics include the definition of public relations, PR ethics, Media Relations, PR writings, PR campaign planning, and crisis management.

2. Course Objectives

- a. To explore how public relations play a vital role in accomplishing the business and communication objectives
- b. To understand how organizations establish relationships and make a dialogue with diverse publics
- c. To understand the fundamental concepts and exercise hands-on experiences leveraging PR strategies and tactics

3. Required Textbooks and Course materials

a. THINK PR by Dennis L. Wilcox et al. Publisher: Pearson

Print ISBN: 9780205857258, 0205857256

eText ISBN: 9780205912742, 0205912745

b. Class materials will be posted in advance or after class on Sakai.

It does not mean the material is treated as a substitute for class attendance.

To make the assignments, quiz and final exam successful, please read reference books before class and revisit course materials.

5. Grade Guideline

- a. Attendance :10%
- b. In-class group activity participation : 20%
- c. Quizzes : 20%
- d. Individual Press Release Writing :10 %
- e. Group Assignment: 20%
- f. Final Group Presentation: 20%

***Performance Evaluation and Grading**

100-93% = A. 92-90% = A- 89-88% = B+ 87-83% = B 82-80% = B- 79-78% = C+
77-73% = C 72-70% = C- 69-68% = D+ 67-63% = D 62-60% = D- 59% \geq F

4. Class Principles

- a. Not permitted to use cellphone and laptop during the class
- b. Attend on time: any unexcused late arrivals and absences will result in a lower participation grade.
- c. Meet deadlines: any work turned in after the deadline will receive one letter grade reduction for each week it is late, even if by one day.
- d. Quizzes: no makeup, no retaking opportunities. Absence on quiz date is given zero point.
- e. No plagiarism and respect academic integrity: plagiarism will result in an automatic failure in this course. Further information, refer to at https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml
- f. Special needs: Please give me written notice in the first week of class about any medical or other conditions that may interfere with your performance. Further information, refer to <http://www.luc.edu/sswd/index.shtml>
- g. Attendance: If you are absent, please contact the instructor in advance. You will be required to present medical or other emergency official documents explaining your absence to receive your participation credit.

6. Assignments - point deduction reasons:

- a. Grammar and writing errors: misspelled words, incomplete sentences or sentences that are poorly written, and factual errors.
- b. The overall structure of contents and writing style
- c. No solid rationale to support your arguments
- d. Refer to the writing style guide: The Associated Press Stylebook

7. Course Schedule

*Course schedule and assignment topics are subject to change.

<i>Dates</i>	<i>Subjects</i>	<i>Assignments and Quizzes</i>
WEEK 1 Jan. 17	Introduction to course and syllabus review	
WEEK 2 Jan. 24 PR, KEY CONCEPTS	Reading Chapter 1 /2 What is PR? Career Paths in Public Relations	Last day to withdraw without a mark of "W" (Jan.22, 2018)
WEEK 3 Jan.31	Reading Chapter 3 / 4 Brief History Types of Public Relations	
WEEK 4 Feb.7 PR ETHICS	Reading Chapter 9 PR Ethics Group exercise 1	Summer registration begins. Feb.11

WEEK 5 Feb.14 MEDIA RELATIONS	Reading Chapter 11. The mass media <u>Media Relations</u> Press release writings Media list and story angle development	Individual Assignment 1 1 st draft Press release writing due Feb 20 Final press release submission due Feb. 27
WEEK 6 Feb.21	Interview simulation Press conference Group exercise 2	Group assignment 2 Top 5 Media list and story angle development due Feb.22
WEEK 7 Feb.28	Reading Chapter 7. Public and Public Opinion Related Theories	Quiz 1
WEEK 8 Mar. 4 to 8	Spring Break: No class	
WEEK 9 Mar.14 CRISIS COMMUNICATION	Reading Chapter 8. Managing conflict and crisis <u>Crisis Communication</u> Group exercise 3	Group Assignment 3 Issue statement writing and prepare for expected questions and answers in dealing with reporters due Mar. 20
WEEK 10 Mar.21 PR CAMPAIGN	Reading Chapter 5/ 6 /10 <u>PR campaign: research and practice</u> How to reach a diverse audience Group discussion: TOWS analysis and one big idea suggestion	<u>Select your group brand to develop your campaign suggestion</u> Group Assignment 4 TOWS analysis One big idea suggestion Due Apr. 3
WEEK 11 Mar. 28	Reading Chapter 12 PESO model : Paid, Earned, Shared, and Owned Media Strategies and tactics	
WEEK 12 Apr. 4	Reading Chapter 15 / 16 Corporate social responsibility Event and Promotion	Quiz 2
WEEK 13 Apr.11	Chapter 14 Global PR Consultation for group presentation	Fall Semester Registration
WEEK 14 Apr.18~22	Easter holiday No Class	
WEEK 15 Apr. 25	Group Presentation	Final