

Loyola University
School of Communication
Communication 210-202 Syllabus: Principles of Public Relations
Fall Semester 2015

Class Dates: Tuesdays and Thursdays, August 24 through December 12

Class Time: 10 a.m. – 11:15 a.m.

Location: Corboy Law Center, Room 207

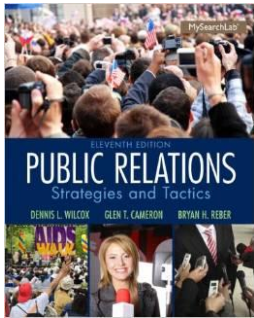
Office Hour: Tuesdays & Thursdays, 1:30 p.m. to 2:30 p.m., or by appointment

Office Location: Lewis Towers, 9th floor

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Required Text: *Public Relations Strategies and Tactics*, 11th Edition, 2014, by Dennis L. Wilcox and Glen T. Cameron, Bryan Reber. Pearson Education Inc. ISBN-13: 978-0133809374.



There may be additional reading for classroom discussion every week. Sources for discussions are from public relations and business-oriented newsletters and publications which your instructor reads regularly. These include e-mail newsletters such as Ragan's Daily Headlines, PR Daily Newsfeed and PRSA Issues and Trends; and publications such as the *Chicago Tribune*, *Wall Street Journal*, *PR Week*, *PR Tactics*, *Public Relations Strategist* and *Forbes*.

Course Description:

This course provides an introduction to public relations and its role in American society. Basic principles and theories are reviewed and the communications planning process is examined. You will examine current issues and trends, and analyze the ethical and legal considerations incumbent on the public relations practitioner. Cases and communications examples will be discussed. In addition you will learn public relations writing skills and learn how to prepare a public relations plan. 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.

Goals for this course:

- You should understand basic concepts and principles of public relations
- You should understand strategies and tools of public relations
- You'll gain hands-on writing experience and develop communications planning skills
- You should be familiar with sound media relations practices
- You should be able to apply concepts of public relations strategies and tactics

Course Requirements:

Grades for this course will be determined by these factors (300 points):

- + Class participation (possible 10 pts.)
- + Weekly news/learning commentaries (15 assignments x possible 5 pts. each; 75 pts.)
- + Five quizzes on D2L (5 x 25 points each; possible 125 pts.)

- + Five writing assignments based on PR principles (75 points)
- + Final exam (possible 20 points)

Class participation: 10 points

Public relations is a participatory occupation, and it is as much a profession about strategic and analytical thinking as it is about creative problem-solving and tactical execution of program ideas. Class participation is about speaking up in class, just as you would be expected to speak up in the workplace. *Silence is not an option in this class.* Class participation includes in-class discussions, volunteering ideas/answers, and interaction with guest speakers. It is important to come to class prepared. Class participation points are awarded based on your participation and are determined by the instructor.

Weekly news/learning commentaries: 85 points

Beginning August 30, each students will turn in a weekly writing assignment, worth five points, that consists of two elements. First, please identify from the news during the week a public relations campaign, issue, problem or "win." You should identify the issue, discuss why you chose it, and discuss its significance from a public relations perspective. You must identify the source of the news item in your writing (This is worth two points). Second, please identify two items that interested you in class discussion during the week. These can be concepts that were new to you, or concepts that you knew about and greatly interested you (This is worth two points). One final point is awarded for good writing. Spelling errors, incomplete sentences or poorly constructed writing will result in a deduction of one point. Writing assignments are normally due in the Sakai dropbox on Sunday nights at 11:55 p.m., unless otherwise indicated, and will be returned to you via the dropbox. **Late writing assignments will not be accepted.**

Five quizzes: 125 points

There will be five quizzes during the quarter, each worth a maximum of 25 points. Each quiz is based on the five sections in the book: Role, Process, Strategy, Tactics and Application. The quizzes will be made available on Sakai, and returned by you on Sakai. You will have plenty of time to complete these quizzes, based on readings and class discussions. **Late quizzes will not be accepted.**

Writing assignments: 75 points

Students will work in teams of two, and will choose a company or organization, which will serve as the basis for five assignments. Assignments are each worth 15 points. These assignments will focus on an aspect of public relations discussed in class. Quality of writing matters. One point each will be subtracted for misspelled or incorrect words, incomplete sentences and poor grammar. **Late assignments will not be accepted.**

In addition, each team will present one writing assignment to the class during the semester. Teams will determine the date for their presentation via a sign-up sheet. Each team will be awarded up to five points for their presentation.

Final Exam: 20 points

The final exam will be a combination of public relations concepts or case studies. It will be an open-book test and will test your knowledge of public relations.

Class attendance

Your attendance in this class is essential. The instructor will take attendance via a sign-in sheet to monitor your attendance.

Preliminary Class Schedule:

The following is a working schedule of how we will review the textbook and other supplemental readings. Classes will consist of a mix of lectures, Q&A, case presentations and analysis, group work and occasional guest speakers who specialize in some facet of the public relations profession.

Class schedule (subject to possible changes)

Week of Aug. 25 & 27

Instructor and class introductions

Course overview

Chapter 1 – What is Public Relations?

Due Aug. 30: Weekly writing assignment

Week of Sept. 1 & 3

Chapter 2 – Evolution of Public Relations

Chapter 3 – Ethics and Professionalism

Student writing teams formed

Due Sept. 6: Weekly writing assignment

Week of Sept. 8 & 10

Chapter 4 – Public Relations Departments and Firms

Chapter 5 – Research

Due Sept. 13: Weekly writing assignment

First quiz on "Role"

Week of Sept. 15 & 17

Chapter 6 – Program Planning

Chapter 7 – Communication

Due Sept. 20: Weekly writing assignment

First assignment: Research & Program Planning

Week of Sept. 22 & 24

Sept. 22: Guest speaker – Dustin Stender, Cision

Chapter 8 – Evaluation

Due Sept. 27: Weekly writing assignment

Second quiz on "Process"

Week of Sept. 29 & Oct. 1

Chapter 9 – Public Opinion and Persuasion

Chapter 10 – Conflict Management: Dealing with Issues, Risks and Crises

Due Oct. 4: Weekly writing assignment

Week of Oct. 6 & 8

Oct. 6: Semester break – no class

Chapter 11 – Reaching Diverse Audiences

Due Oct. 11: Weekly writing assignment

Second assignment: Reaching Diverse Audiences

Week of Oct. 13 & 15

Chapter 12 – Public Relations and the Law

Chapter 13 – The Internet and Social Media

Due Oct. 18: Weekly writing assignment

Third quiz on "Strategy"

Week of Oct. 20 & 22

Chapter 14: Preparing Materials for Mass Media

Chapter 15 – Radio and Television

Due Oct. 25: Weekly writing assignment

Third assignment: The Internet & Social Media

Week of Oct. 27 & 29

Oct. 27: Guest speaker – Evan Fazio, media relations officer, Chicago Council on Global Affairs

Chapter 16: Meetings and Events

Due Nov. 1: Weekly writing assignment

Fourth quiz on "Tactics"

Week of Nov. 3 & 5

Chapter 17 – Corporations

Chapter 18 – Entertainment, Sports and Tourism

Due Nov. 8: Weekly writing assignment

Fourth assignment: Meetings and Events

Week of Nov. 10 & 12

Chapter 19 – Politics and Government

Chapter 20 -- Global Public Relations

Due Nov. 15: Weekly writing assignment

Week of Nov. 17 & 19

TBD

Chapter 21 -- Nonprofit, Health and Education

Due Nov. 22: Weekly writing assignment
Fifth quiz on "Application"

Week of Nov. 24 & 26

Careers in Public Relations

Nov. 26: Thanksgiving break – no class

Due Nov. 30: Weekly writing assignment
Fifth assignment: Careers in Public Relations

Week of Dec. 1 & 3

Resume' writing/cover letters

TBD/Course review

Due Dec. 5: Weekly writing assignment

Dec. 8 Final exam, 1 p.m. to 3 p.m.

Final Grades/Point Totals

A	280-300	C	220-229
A-	270-279	C-	210-219
B+	259-269	D+	200-209
B	249-258	D	190-199
B-	240-248	D-	180-189
C+	230-239	F	Below 180

Policy Statements:

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.) A complete description of the School of Communication Academic Integrity Policy can be found at

<http://www.luc.edu/soc/Policy.shtml>

Students with Disabilities

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.