



LOYOLA
UNIVERSITY CHICAGO

Preparing people to lead extraordinary lives

COMM 210

Principals of Public Relations Spring 2020

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Instructor: Missy Maher: 312-213-9802;
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mmaher6@luc.edu

Online Office hours: Flexible including weekends, set up through email or text

Course Information

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. Basic principles and theories are reviewed, and the communications planning process is examined. 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 or incorporating into current/future employment.

Course Learning Objectives

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

- Understand what Public Relations is, how it works and how it's evolved
- Master knowledge of basic terms, concepts and principles of public relations
- Understand strategies and tools of public relations through assignments

No Required Texts, this course is based on lectures and examples given.

Participants' role: Participants are expected to listen to lectures and turn in assignments on time; viewing/listening to weekly, online sessions are mandatory. It is the participant's responsibility to contact the instructor if s/he has questions about course content or assignments. Participants should plan to login to Sakai several times a week, to check for updates and instructor feedback. Group interaction and participation in forums is key.

Instructors' role: I will respond to participants' questions in a timely manner (within 24 hours when possible – again, please email me at missy.maher@zenogroup.com, it's the quickest way to reach me) and will provide constructive feedback in forums. You can also call me at the number above or set up an appointment. I will share general questions about the course content or materials so other students may benefit from them.

Grading (All based on points)

Participation (forums, tests/quizzes, assignments) – you will not pass this class if you do not participate.

There will be a forum almost every week where everyone is expected to ask a question about the lecture.

Tests

There will be (2) tests and (2) quizzes to test the student's knowledge of concepts and practices presented in class (midterm and final, 2 quizzes before each). The tests will likely include multiple choice, T/F and short essay. Content will primarily be taken from Forum questions and discussions. TBD homework will be assigned.

Course Changes

The instructor reserves the right to make changes in the course schedule and assignments. Regular participation in class is your best assurance of keeping up with any changes that may occur.

Grade Point System (Rounded up at .5 and up)			
A = 93-100	B = 83-86	C = 73-76	D = 63-66
A- = 90-92	B- = 80-82	C- = 70-72	D- = 60-62
B+ = 87-89	C+ = 77-79	D+ = 67-69	F = 59 and below

Grades will be posted on sakai.

COMM 210 Public Relations Class Schedule

The following is a working schedule. I will record classes for you to listen to via ZOOM, I typically record on Sunday or Monday nights for the week. There are 3 action items that will call for your participation:

- LISTEN TO THE LECTURES EACH WEEK
 - FORUM QUESTIONS/PARTICIPATION
 - TESTS/QUIZZES.
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- ❖ I WILL REMIND YOU OF ALL DATES (VIA ANNOUNCEMENTS)
 - ❖ LECTURES WILL USUALLY POST ON SUNDAY NIGHT (SOMETIMES MONDAY)
 - ❖ **QUESTIONS ARE DUE ON THE FORUM FRIDAY AT 5 AFTER THE LECTURE, NO EXCEPTIONS – YOU WILL RECEIVE A ZERO IF YOU DO NOT POST ON TIME**
 - ❖ **YOU NEED TO READ EVERYONE’S QUESTIONS (COMMENT IF YOU WOULD LIKE) – YOU WILL GET POINTS FOR PARTICIPATION; I HAVE ACCESS TO WHAT’S BEEN READ**
 - ❖ ALL QUIZZES AND TESTS WILL BE TAKEN ONLINE AND TIMED
 - ❖ IF YOU NEED ACCOMODATIONS (SPORTS/MEDICAL ISSUES, ETC.) I NEED TO KNOW BEFORE THE SECOND CLASS

Note: my work schedule is unpredictable and crazy, so I will do my best to adhere to the schedule 😊

IF YOU WOULD LIKE TO VISIT THE ZENO OFFICES, WE CAN ARRANGE A MEETING!

Week 1 Introduction & Overview w/o 1/13 MONDAY 7-8 PM	LIVE LECTURE (not mandatory, just if you would like to join!): Course FORUM: What is PR? - no wrong answers this time! - due next week FORUM: “Twitter” Bio – due next week GROUPS WILL BE ASSIGNED
Week 2 w/o 1/20	What is PR + Careers in PR FORUM: Submit question from lecture
Week 3 w/o 1/27	Objectives, Strategies, Creative FORUM: Submit question from lecture
Week 4 w/o 2/3	Mass Media + Journalists + Bloggers FORUM: Submit question from lecture
Week 5 w/o 2/10	Writing Press Releases, Pitch Letters, Fact Sheets FORUM: Submit question from lecture QUIZ BASED ON QUESTIONS (WEEK 2 + 3) You will have full week to take quiz

Week 6 w/o 2/17	Other Tactical Executions including Spokerspersion, Visuals/Photos FORUM: Submit question from lecture
Week 7 w/o 2/24	Measurement, Prepare for Midterm Questions/discussion and prepare for Midterm Let's see who's avail for live lecture
Week 8 w/o 3/2	Midterm – online, Sakai (can take Mon-Fri, 2-hour timed exam)
Week 9 w/o 3/9	Social Media's Role + Influencers (Ashley) FORUM: Submit question from lecture
Week 10 w/o 3/16	Paid Social Media (TBD) FORUM: Submit question from lecture
Week 11 w/o 3/23	B2B PR (Amanda) FORUM: Submit question from lecture
Week 12 w/o 3/30	Crisis Management (Andy) FORUM: Submit question from lecture QUIZ BASED ON QUESTIONS (WEEK 10 + 11) You will have full week to take quiz
Week 13 w/o 4/ 6	Consumer PR (Missy) FORUM: Submit question from lecture
Week 14 w/o 4/13	NO CLASS EASTER
Week 15 w/o 4/20	Healthcare PR (Jeff) Questions and discussion prepare for Midterm
Week 16 w/o 4/27	Final Exam (can take Mon-Fri, 2-hour timed exam) Only includes information from lectures post-midterm

Course Policies

Attendance policy: All synchronous sessions are required. If for some reason you cannot attend one of the weekly sessions, please notify me **PRIOR TO THE CLASS**.

Assignments Policy: (1) Unless otherwise announced, all assignments must be posted in Sakai by the end of the day (midnight) of the due date. Sakai provides a date and time stamp for all posted materials. You will be penalized points, for assignments posted after the due date. (2) Assignments are due by class time, unless otherwise noted in the assignments calendar. Late assignments will be accepted but a grade penalty will be assessed for each day the assignment is late. Again, if there is an unavoidable problem getting an assignment in on time, please notify me.

Academic Integrity Policy: Loyola University Chicago takes seriously the issues of plagiarism and academic integrity. Below is an excerpt of the university's statement on integrity. For more information about Loyola's policy on integrity, check online at: http://www.luc.edu/academics/catalog/undergrad/reg_academic_integrity.shtml

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

1. Material copied from a published source: print, internet, CD-ROM, audio, video, etc.
2. Another person's unpublished work or examination material.
3. Allowing another or paying another to write or research a paper for one's own benefit.
4. Purchasing, acquiring, and using for course credit a pre-written paper.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. (taken directly from: http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)

Class Conduct Policy: Always be respectful in your interactions with your classmates and instructor. Please respect other ideas and opinions and the rights of others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (gendered, racial or ethnic) comments, especially comments directed at a classmate.

Receiving Assistance: Students are urged to contact me should they have questions concerning course materials and procedures. If you have a disability or any other special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me early in the semester so that arrangements can be made with Services for Students with Disabilities (SSWD) (<http://www.luc.edu/sswd/>).

Statement of Intent: By remaining in this course, students are agreeing to accept this syllabus as a contract and to abide by the guidelines outlined in this document.

Recordings: In this class software will be used to record live class discussions. As a student in this class, your participation in live class discussions will be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule). Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor.

The use of all video recordings will be in keeping with the University Privacy Statement shown below:

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the

instructor may be retained by the instructor only for individual use.