

**Communication 230 – Section 2
Introduction to Public Relations
Fall 2015**

Instructor: Craig Timm
Phone: 715/213-9182
Email: on UWSP system or talltim@charter.net

This class will examine principles and strategies used in public relations. We will attempt to understand the communication tools used in public relations programs and campaigns. Through the analysis of contemporary examples, we will try to understand the role of public relations in society and some of the ethical issues confronting public relations practitioners.

The program competencies for the Division of Communication detail that by the time they graduate, students should be able to:

1. Communicate effectively using appropriate technologies for diverse audiences;
2. Plan, evaluate and conduct basic (quantitative and qualitative) communication research;
3. Use communication theories to understand and solve communication problems;
4. Apply historical communication perspectives to contemporary issues and practices; and
5. Apply principles of ethical decision making in communication contexts.

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

- Define public relations and explain how PR programs and campaigns are developed;
- Understand how legal and ethical issues shape the public relations field;
- Compare how public relations functions in a variety of for-profit and nonprofit settings; and
- Comprehend how objectives, strategies and tactics are developed by public relations professionals.

TEXT:

Dennis L. Wilcox, Glen T. Cameron and Bryan H. Reber, *Public Relations Strategies and Tactics*, 11th Edition (Boston: Pearson, 2015). [Available through UWSP Text Rental]

COURSE REQUIREMENTS:

EXAMINATIONS: Three written examinations will be given during the semester.

PAPER: Students will be asked to complete a research paper (4-5 pages) on an issue or controversy in public relations. Specific requirements for the paper will be discussed when it is assigned.

CLASS PARTICIPATION: Your regular attendance and active participation in this class are expected.

Examination #1	20%
Examination #2	20%
Examination #3	20%
Paper	30%
Class Participation	10%

LATE ASSIGNMENT POLICY:

Any assignment not handed in at the class period is subject to a penalty which could include dropping a full letter grade. The instructor realizes things happen (like emergencies and illness) so please speak to him if this may affect an assignment.

ACADEMIC MISCONDUCT:

Plagiarism or any other form of academic misconduct will not be tolerated. Students are expected to comply with all relevant Wisconsin statutes, the state administrative code and UW System academic policies. Students with cell phones, electronic tablets and laptops should make sure they are turned off before the beginning of class.

OTHER COURSE POLICIES:

Activities you should **not** engage in:

- Using cell phones, tablets, or laptops during class;
- Failing to attend class;
- Arriving late for class or leaving early;
- Talking during class when others are speaking; and
- Being disrespectful to others in the classroom.

TENTATIVE COURSE OUTLINE:

September 14	Introduction to the Course
September 21	Chapters 1 and 2
September 28	Chapters 3 and 4
October 5	Chapters 5 and 6

October 12	Chapters 7 and 8
October 19	Exam # 1
October 26	Chapters 9 and 10
November 2	Chapters 11 and 12
November 9	Exam # 2
November 16	Chapters 13, 14 and 15
November 23	Chapters 16 and 17
November 30	Chapters 18 and 19 Intro to PR "Bowl Game"
December 7	Exam # 3
December 14	Class Session
December 22	Research Paper Due During Final Exam Period NOTE: 7:15 p.m. – 9:15 p.m.

Please note: This schedule is tentative. Topics for some dates might change to accommodate class needs.