

COMM 230: INTRODUCTION TO PUBLIC RELATIONS

Spring 2017: January 23-May 19, 2017

Course Meeting Time	Section 1: Tuesday/Thursday 11:00 a.m. – 12:15 p.m. Section 2: Tuesday/Thursday 2:00 – 3:15 p.m.
Classroom	CAC 239
Prerequisites	None
Instructor	Hyosun Kim, Ph.D.
Email	hyosun.kim@uwsp.edu
Office Hours	Tuesday/Thursday, 12:30 p.m. – 1:30 p.m. or by appointment
Office	CAC 325

COURSE DESCRIPTION:

This is an introductory public relations class that will examine principles and strategies used in the field of public relations. The focus of this class will primarily be on understanding what public relations is. We will examine the nature and role of public relations, activities of public relations professionals, the major influences that affect organizational behavior, the ethics of public relations, and professional development of public relations professionals. This course is an overview of the functions, practices, and growing applications of public relations in private industry and the public sector. Emphasis is placed on the planning, writing, and management functions, working with the media, and developing effective public relations strategies.

At the end of this course you should be capable of performing the following public relations activities: analyzing public relations problems and opportunities; understanding and developing concise and targeted public relations messages; understanding the terminology and theoretical concepts associated with public relations; tracking a complex issue and developing a strategy for managing it; conducting secondary research on corporate and agency activities.

COURSE OBJECTIVES:

- Define public relations and explain how PR programs and campaigns are developed.
- Understand role and functions of public relations in an industrialized society.
- Compare how public relations functions in a variety of for-profit and nonprofit settings.
- Comprehend how objectives, strategies, and tactics are developed by public relations' professionals.
- Enhance professional verbal and written communication capabilities.

COURSE TEXT:

- Dennis L. Wilcox, Glen T. Cameron and Bryan H. Reber, *Public Relations Strategies and Tactics*, 11th Edition (Boston: Pearson, 2015). This is available through UWSP Text Rental.
- AP Style Book Link: http://www.apstylebook.com.ezproxy.uwsp.edu/uwsp_library/

A Note from the Instructor

I cannot wait to work with each and every one of you throughout the semester. I want everyone in this course to achieve their academic goals. To reach this end, I am happy to be here for you as much as you'd like. Please do not hesitate to reach out to me via email or stop by my office during my office hours. If you'd like to discuss individual assignments or anything, do not hesitate to reach out.

GRADING EXPECTATIONS

Your Comm230 grade will be determined by the following:

Assignments	Points
Course Policies Agreement	10
Exam 1:	200
Exam 2:	200
Quizzes:	100
Media Relations Best Practices:	90
Media Article Review Presentation:	100
PR Planning Group Project:	200
Participation (class engagements, attendance, in-class exercises, professionalism)	100
Total	1000

Extra Credit: Extra credit may be announced in class only. These opportunities are optional. Specific directions will be provided when the opportunity arises. In general, however, the instructor will not extend special opportunities for make-up work, award extra points on exams, or give any other special grading treatment to some members of the class without also extending them to you.

Course Policies Agreement

At the start of the semester, students will electronically sign a course policies agreement and submit it to D2L by January 26, 5:00 p.m. The syllabus and course policy agreement lists documents that must be reviewed before the course begins. To receive credit, students must read the appropriate documents, indicate that the materials have been read, and then upload the agreement to the D2L Dropbox.

COURSE REQUIREMENTS

Examinations (400 points):

Two written examinations will be given during this semester. They will be multiple choice/ short answer/short essay exams which will cover assigned readings, class lectures, and class discussions.

Quizzes (100 points):

In-class quizzes or online open book quizzes will be given during the semester, which will cover textbook readings and lectures. The deadline and details of quizzes will be announced during the class sessions.

Media Relations Best Practice (90 points):

In a one-page essay, discuss a good example of news release, PSA, or social media use. You can find examples from an organization's website or news articles. You can discuss news release and news conference of for-profit organizations, non-profit organizations, or public figures. Everyone should turn in the assignment following best practice examples. Also, you will be randomly assigned to present one of your Media Relations Best Practice assignments. The grading scale is simple: high pass (HP), pass (P), or fail (F). If you do not submit your media for this assignment or the assignment is poorly written, this will result in an F, which means zero. If you do not present your assignment on the scheduled date, and still submit a written assignment, you will get half of the assignment credits.

- News Release (30 points): Discuss how an organization's news release is organized and written properly to effectively communicate with target audience.
- Social Media (30 points): Discuss how an organization or public figure used social media effectively to communicate with their stakeholders.
- News Conference (30 points): Discuss how a for-profit or a non-profit organization raise awareness of a cause using PSAs.

Media Article Review (100 points):

As part of your contribution, you are responsible for presenting one article review during the semester. The key to success in the highly competitive PR and media business is to keep up to date with current PR issues in the industry. Thus, we will spend the first ten minutes of each class with one or two students presenting current issues regarding PR. On the second day of the semester, we will draw numbers to decide your presentation dates.

On the scheduled day, you should come prepared to give a 10-minute PowerPoint presentation at the beginning of class about an article of interest from a recent issue of an online or print version of a trade publication. You must submit your PowerPoint slides to D2L before your presentation. When presenting, be sure to (1) briefly summarize the main issue discussed in the article or provide background of the case if applicable, (2) state the implications of this article from the PR practitioner's perspective, and (3) lead the class discussion with two interesting questions after your presentation.

- Submit your PowerPoint presentation file or Prezi link to D2L before your presentation.
- Put the link to the article at the end of your PowerPoint slide.

You can start browsing articles from following periodicals. You need to cite an article from credible sources.

- PR Week: <http://www.prweek.com/>
- PR News: <http://www.prnewsonline.com/>
- Advertising Age: <http://adage.com/>
- ADWEEK: <http://www.adweek.com/>
- Social Media Today: <http://www.socialmediatoday.com/>
- Mashable: <http://mashable.com/>
- The New York Times: <https://www.nytimes.com/>
- The Wall Street Journal: <http://www.wsj.com/>

PR Planning Group Work (200 points)

You will work with your group members to design PR initiatives for an organization throughout the semester. We will form groups during class. Students will choose group members to work with, so make a good impression to your classmates. The class will be divided into teams of five or six students each and will operate as "public relations firms." Each firm will have a single account/organization to research and follow throughout the semester. To avoid free riders and slackers in group settings, a group member kick-out policy will be discussed in class and everyone should follow the policy to create an effective learning environment. In the real-world work environment, you won't be successful in your career if you do not cooperate with your team members. We are going to start practicing how to be a good citizen in a team or organization setting to prepare for future jobs. Further detailed requirements and the instructor's expectations will be discussed in class and uploaded to D2L.

Class Participation (100%)

Class participation will be evaluated by your consistence attendance, active engagement in class discussions and in-class exercises, and proper class etiquette (professionalism). Your active participation in this class is expected. This course has been structured so that the required readings are a foundation from which we will expand during each class session. Your failure to contribute to class discussions will adversely affect your grade. In addition to discussing ideas and issues covered in the reading and lectures, students should be prepared to comment and report on relevant current events related to public relations.

Attendance Policy

Class attendance and participation are essential to this class. Attendance will be taken every day. Critical information for exams and assignments will come directly from class. Attendance will be taken *every* class. Arriving more than 15 minutes late will result in your being marked absent for that day's class. If, for some reason, you run late, **do not walk into the classroom or knock on the door while one of your classmates is presenting. Please wait until the presentation has finished to enter the classroom.** You are expected to be in class for each class period. Accordingly, unless excused prior, more than two absences will begin to affect your final course grade negatively by three points per absence. (So, if your final grade is a 92, and you have three absences, your final grade becomes 89.) Two important notes:

1. Unless there are extenuating circumstances, you cannot pass this class if you have more than **8 absences**.
2. If you do not show up on the day of your scheduled presentation or you are not prepared for the presentation, you will get a ZERO for that assignment.

Professionalism

The classroom is an inclusive and professional environment. Everyone is to be treated with respect. Do not engage in side conversations or be otherwise disruptive when someone is speaking in front of the room. All types of communication in this course should be formal and professional. For example, when emailing the instructor or your colleagues, remember to include a proper subject line, greeting, and proper grammar.

Excellent Participation = A+	The student consistently adds value to discussion, makes connection to the text/course material, and always/mostly follows the principles stated above.
Good Participation = A	The student regularly adds to the discussion, but has not consistently made connections to the text/course material. The student typically follows the principles stated above.
Average Participation = B	The student adds some value to discussion, but rarely makes connections to the text/course materials. The student sometimes follows the principles stated above.
Superficial Participation = C	The student infrequently participates and does not make connections to the text/course material. The student infrequently follows the principles stated above.
Non-Helpful Participation = D	The student does not add value to the discussion, or comments are completely unrelated. The student is unprofessional and does not follow four principles stated above.
No participation = F	The student does not attend class and thus does not participate.

Course Policies for a Successful Class

Cell Phone Rules:

Cell phones should be silenced and not used in the classroom. When you're working at an agency, texting during a meeting with colleagues or your supervisor will not be tolerated. Start preparing for that now. The instructor reserves the right to answer the phone when your cell phone rings. If you are expecting a phone call or text message that is absolutely urgent, please let the instructor know ahead of time, and then quietly excuse yourself from the room to take care of the matter.

Technology in the Classroom:

Laptops or tablets may be used to take notes and for collaborative in-class assignments. Adherence to this technology policy is part of the Participation and Professionalism course grade.

Assignment Submission to D2L:

Written work must be posted to the D2L dropbox in Microsoft Word (.doc or .docx), PDF, or pptx formats only. I do not take late assignments sent via e-mail. Be sure to keep copies of your work and the feedback for the entire duration of the course.

When necessary, the instructor will communicate with the class and/or individual students via the email address listed in your D2L account. It is your responsibility to check that email account regularly.

Late Assignments:

Deadlines are crucial in public relations. Any assignment not handed in during the class period in which it is due won't be accepted. Exceptions will only be made in emergency cases, and only when discussed in person and in advance with the instructor. Students should never assume that leaving a voice mail message or sending an email message to the instructor constitutes an accepted excuse. It is always the student's responsibility to obtain an excuse from the instructor personally.

To be eligible for permission to make up an assignment due to a verified absence, you must provide:

- Written evidence of the absolute need for you to be absent (emails are not acceptable)
- This evidence must be from an appropriate, verifiable source

Evidence must be presented to your instructor no later than one week after the missed assignment (e.g., a formal doctor's note). Except in the cases of extreme emergency, however, students who need to be absent should contact their instructor at least one week *prior* to the date they will be absent. Instructors will accept late work without prior arrangement in the case of extenuating circumstances (such as hospitalization, major accident, injury or bereavement). Students who suffer such a circumstance must notify the instructor as soon as possible of the extenuating circumstance that prevented them from submitting work on time and determine a deadline with the instructor for submitting the work. In these instances the instructor will waive the late penalty. *Students who do not meet the deadline arranged with the instructor will receive a grade of zero on the assignment.*

All work must be turned in on time. Again, the instructor will not take late assignments. If you do not turn in your assignment by the scheduled deadline or fail to show up for your presentation, you will get ZERO points for the assignment.

The 24/7 Rule:

When I return an assignment, please take at least 24 hours to review my comments before you come to me to discuss. You then have 7 days to meet with me. I will not discuss in May an assignment that was returned in March.

Final Grade Scale

Grading Scale	Letter Grade	
1000-925	A	Outstanding Work
924-895	A-	Performance Exceeding Standards
894-875	B+	
874-825	B	Good/Satisfactory Work
824-795	B-	Performance Meeting Standards
794-775	C+	
774-725	C	Average Work
724-695	C-	Performance Meeting Minimum Standards
694-675	D+	
674-625	D	Needs Improvement
624-595	D-	Performance Not Meeting Minimum Standards
594-0	F	Unacceptable Performance

Standards for Success

Academic expectations:

All work must be typed. Improper spelling, poor word usage, and grammatical errors will be deducted from your final grade. This will be rigidly enforced. 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 the UW System academic policies. Students with cell phones, electronic tablets, and laptops should make sure they are turned off before the beginning of class. Arriving late or leaving early for this class without speaking in person to the instructor will be recorded as a missed class and will be reflected in your final class participation grade.

Expectations for presentations and papers will be discussed. Students must be responsible and fully engaged in this process and with each assignment. Deadlines must be met. Communication must be professional. Students must be able to accept subjective evaluation of each presentation from the instructor and peers.

Plagiarism and Academic Integrity

From the UWSP 14.01 STATEMENT OF PRINCIPLES – Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions. For more info: <http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

Note: Submissions via D2L will be automatically screened for plagiarism.

Students with Special Needs/Disabilities

If you have a disability and require accommodation, please register with the Disability and Assistive Technology Center (6th floor of the Learning Resource Center – that is, the Library) and contact me at the beginning of the course. More information is available here:

<http://www4.uwsp.edu/special/disability/>.

Emergency Procedures

In the event of an emergency, this course complies with UWSP's outline for various situations. A full list of these emergency plans is available here:

<http://www.uwsp.edu/rmgt/Pages/em/procedures/default.aspx>

INTRODUCTION TO PUBLIC RELATIONS COURSE SCHEDULE

Deadlines: All work deadlines are at the beginning of the scheduled class period on the due dates below. This course syllabus is a general plan for the course. Changes announced to the class by the instructor may occur.

DATE	CLASS TOPIC & ASSIGNMENTS DUE	READINGS/ NOTES
Jan. 24	Class Introduction	Student Information Sheet
Jan. 26	Understanding the PR Field / Development of PR	Read: Wilcox, CH2 (pp 63-67), CH4
Jan. 31	Defining Public Relations	Read: Wilcox, CH1 pp.15-23, 26-28,
Feb. 2	Strategic Planning Process Evaluating the Effectiveness of Public Relations	Read: Wilcox, pp. 197-218 D2L: Austin & Pinkleton: Element of Campaign Recipe
Feb. 7	Mass Media Materials: News Release	Read: Wilcox, pp. 364 - 393
Feb. 9	News Release In-class Exercise Due: Media Relations Best Practices – News Release	D2L: News Release for Scott Sports Inc. Print out and bring it to class.
Feb. 14	Mass Media Materials: Media Advisories	Read: Wilcox, pp. 376-377
Feb. 16	News Conference In-class Exercise (Handout)	Read: Wilcox, pp. 387-389 A Handout will be distributed
Feb. 21	Connecting w/ Social Media & Internet Due: Media Relations Best Practices – Social Media	Read: Wilcox, Chapter 13
Feb. 23	Kick-off PR Planning Project Due: AP Style Quiz	Lecture, No Readings
Feb. 28	Connecting w/ TV: Guest Appearance, PSA In-Class Activity Due: Media Relations Best Practices – PSA	Read: Wilcox, Chapter 15
Mar. 2	Special Events & Fundraising Letter	Read: Wilcox, Chapter 16
Mar. 7	Exam 1 (in class)	
Mar. 9	Communication Process Due: Agency Profile	Read: Wilcox, pp.236-247, 171-196
Mar. 14	PR Campaign Case Study In-class discussion	D2L: Making the Potato Top of Mind, print out and bring to class
Mar. 16	Class Held Online Due: Submit one-page report introducing your agency's client and briefly discussing issues your client faces. Due by 11:59 p.m.	Read: Wilcox, pp. 151-170 Chapter 6
Mar. 21 Mar. 23	Spring break, No Class	
Mar. 28	PR Planning Presentation Part 1: Client Research & Situation Analysis	3 agencies will present
Mar. 30	PR Planning Presentation Part 1: Client Research & Situation Analysis	2 agencies will present
Apr. 4	Public Relations Research	Read: Wilcox, pp. 123-143
Apr. 6	Social Media Monitoring	Read: Wilcox, pp.144-150

Apr. 11	Understanding & Applying Research Findings In-Class Exercise Due: Online quiz	D2L: Edelman Trust Barometer
Apr. 13	Corporate Social Responsibility: Concept	Read: Wilcox, pp. 449-450 D2L: Kotler & Lee: CSR
Apr. 18	Corporate Social Responsibility: In-class exercise	Handout for group discussion will be distributed in class
Apr. 20	PR in Entertainment & Sports Industry	Read: Wilcox, pp.474-483
Apr. 25	Crisis Communication & Apology Statement	Read: Wilcox, Chapter 10
Apr. 27	International Public Relations	Read: Wilcox, Chapter 20
May. 2	Group Meeting with Dr. Kim	No Readings
May. 4	Exam 2 (in class)	
May. 9	PR Planning Presentation Part 2: Final PR Planning Proposal	3 agencies will present
May 11	PR Planning Presentation Part 2: Final PR Planning Proposal	2 agencies will present

Note: The last day of class is May 11th and the final exam for this course is scheduled on May 4. We won't take the final exam on May 16th or May 17th.