



INTRODUCTION TO PUBLIC RELATIONS
Communication 230 – Section 1/ Section 2 (Fall 2016)

This course syllabus is a general plan for the course. Changes announced to the class by the instructor may occur.

INSTRUCTOR:

- Hyosun Kim, Ph.D.
- Email: Hyosun.Kim@uwsp.edu
- Office Hours: Tuesday (3:30- 4:30 pm) and Thursday (12:30 -1:30pm) or by appointment
- Office Number: CAC 325

INSTRUCTORS NOTE: This is an introductory public relations class that will examine principles and strategies used in the field of public relations. You will gain an understanding to the communication tools used in public relations programs and campaigns through the analysis of contemporary examples. You will also gain a better understanding of the role of public relations within the world we live in and how ethical issues play a role in public relations practitioners.

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; and
- Comprehend how objectives, strategies and tactics are developed by public relations professionals.
- Enhance professional verbal and written communication capabilities

Grading Expectations:

Your Comm230 grade will be determined by the following:

Examination 1:	20%
Examination 2:	20%
PR Planning Group Project:	30%
Current Issue Presentation:	10%
In Class Exercise:	10%
Class Participation:	10%

Class Requirements & Late Assignment Expectations:

Examinations:

Three written examinations will be given during this semester. They will be multiple choices/ short answer/short essay exams which will cover assigned readings along with class discussions.

Current Issue Presentation:

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 updated 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. The presentation schedule will be randomly assigned. At the second day of class, students will draw dates to determine when they will present.

Your article review will have two components: a 10-minute PowerPoint presentation at the beginning of class on the scheduled day and a short write-up about an article of interest from a recent issue of an online or print version of a trade publication. You must provide me with your PowerPoint slides, a copy of the article, and your write-up the day before your presentation. When presenting, be sure to (1) briefly summarize the main issue discussed in the article or provide synopsis 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. Your writing needs to be no more than **three** pages with 12 fonts, Times New Roman in double-spaced.

- Send me your PPT file or Prezi link, as well as your write-up via email (hyosun.kim@uwsp.edu) **the day before your presentation day, BY MIDNIGHT.**
- Attach the link of the article at the end of your PPT file and write-up.
- Turn in **a hard copy of your write-up at the beginning of class (before your presentation)**
- Write-up: 3 pages, double spaces, Times New Roman font. Make sure to print out, staple it, and put your name on it.
- Presentation: 7-10 minutes, excluding discussions
- WARNING: If you do not show up on your presentation day, you will get **zero** for that assignment. **No make-up assignments will be given.**
- You have to both deliver an oral presentation and submit a write-up to get full credits

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. Additionally, this course has been structured so that the required readings are a foundation from which we will expand during each class session. 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 you miss more than three classes, your final grade will be reduced by one percentage point per class missed after three absences.** Be sure to use your three "free passes" wisely and plan ahead for university-related activities, other obligations, and possible illnesses. No excuses are allowed for unexpected absence.

Cell Phone Rules

Please turn off your cell phones in class. 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.

Class Participation:

Your **active participation** in this class are expected. 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.

Late Assignments:

Deadlines are crucial in public relations. Any assignment not handed in at the class period it is due will be lowered a full letter grade. Your grade for the assignment will continue to drop a full letter grade for each subsequent 24-hour period it is late. Exceptions will only be made in emergency cases only when discussed in person advance with the instructor. Students should never assume that leaving a voice mail message or sending an email message to the instructor constitutes an acceptable excuse. It is always the student's responsibility to obtain an excuse from the instructor personally. Professional communications in class, with peers and the

instructor are a must. All work must be turned in on time. Late work will be penalized a whole letter grade for each day it is not turned in.

Academic expectations:

All work must be typed. Spelling, 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 tables 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.

The structure of this class is informal, but the course expectations are professional. 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.

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.

INTRODUCTION TO PUBLIC RELATIONS COURSE OUTLINE
Communication 230 – Section 1/2 (Fall 2016)

Course Deadlines: All work deadlines are due at the *beginning* of the scheduled class period on the date below. The following course outline may be subject to change. All changes will result in the instructor handing out a revision at the beginning of the class.

DATE	CLASS FOCUS	NOTES
9/6	Class Introduction	
9/8	Understanding the PR Field / Development of PR	Read: Wilcox, CH2 (pp 63-67), CH4
9/13	Defining Public Relations	Read: Wilcox, CH1 pp.15-23, 26-28,
9/15	Corporate Social Responsibility	Read: Wilcox, pp. 449-450 D2L: Kotler & Lee: CSR
9/20	Strategic Planning Process Evaluating the Effectiveness of Public Relations	Read: Wilcox, pp. 197-218 D2L: Austin & Pinkleton: Element of Campaign Recipe
9/22	Public Relations Research - Qualitative Method	Read: Wilcox, pp. 123 – 143
9/27	Public Relations Research - Quantitative Method	Read: Wilcox, pp. 123 – 143
9/29	Quantitative Method In-Class exercise	
10/4	Public Relations Research Social Media Monitoring	Read: Wilcox, pp.144-150
10/6	Planning a PR Initiative or Campaign Group Work Kick-Off	Read: Wilcox, pp. 151-170
10/11	Communication w/ the Public/Reaching Diverse Audiences	Read: Wilcox, pp. 171-196; 277-299
10/13	Guest Lecture/ Group Work Day	
10/18	Exam1	
10/20	Understanding Public Opinion Fundraising letters	Read: Wilcox, pp. 236-247
10/25	Preparing Mass Media Materials Media Alert (Exercise)	Read: Wilcox, pp. 363-393
10/27	Connecting w/ Television and Radio	Read: Wilcox, pp. 394-417
11/1	Connecting w/ Social Media & Internet	Read: Wilcox, pp. 331-362
11/3	Organizing Meetings & Special Events	Read: Wilcox, pp. 418-444
11/8	Group Work Presentation (1 st Half) Client introduction and social media monitoring	
11/10	Group Work Presentation (1 st Half) Client introduction and social media monitoring	
11/15	PR in Entertainment, Sports & Travel/Tourism	Read: Wilcox, pp. 473-492
11/17	Crisis Communication	Read: Wilcox, pp. 493-517
11/22	International Public Relations	Read: Wilcox, pp. 518-544
11/24	Thanksgiving-No Class	

11/29	PR in Nonprofit Organizations, Healthcare & Education	Read: Wilcox, pp. 545-569
12/1	Exam2	
12/6	Meeting with Dr. Kim	
12/8	Meeting with Dr. Kim	
12/13	Final Group Work Presentation I	
12/15	Final Group Work Presentation II	
<i>Schedule is tentative. Topics/assigned readings may be subject to change.</i>		