

**Comm 230: Introduction to Public Relations
Fall 2018: September 4 – December 21, 2018**

Tuesdays, 2pm – 3:50pm // Classroom: CAC 239
Angie Heuck, Adjunct Faculty
Email: aheuck@uwsp.edu
Office Hours: Tuesdays 1pm – 2pm or by appointment
Office: CAC329

Course Description:

Comm 230 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 be on understanding the definition and field of public relations. We will examine the nature and role of public relations, activities of a public relations professional, the major influences that affect organizational behavior, and ethics within the industry of public relations.

Course Objectives:

- Define public relations and explain how PR programs and campaigns are developed
- Understand the role and functions of public relations
- Compare how public relations functions in for profit and non-profit settings
- Comprehend how PR professionals develop objectives, strategies and tactics
- Enhance your personal verbal and written communication capabilities

Course Text:

- Tom Kelleher, *Public Relations: Engagement, Conversion, Influence, Trust* (Oxford University Press, 2017). This is available through UWSP Text Rental.
- AP Style Book Link: http://www.apstylebook.com.exproxy.uwsp.edu/uwsp_library

Attendance Policy:

Class attendance and participation are important in this class. Attendance will be taken every class. Key information for quizzes, exams and assignments will be shared during class. Therefore, please arrive on time for class. Arriving 10 minutes or later without prior notice will result in you being marked absent for that class period. More than two missed classes will affect your final grade. You will not pass this class if you have four (4) or more missed classes without written excuse from medical personnel.

A note from the instructor:

This will be a fun and informative semester. I'm excited to be back in the classroom at UWSP and working with you this semester to introduce you to a subject I'm very passionate about while helping you achieve your academic goals. Should you have any personal questions or need assistance outside of the classroom, please feel free to email me or stop by my office during my office hours.

Grading Expectations:

Your Comm230 final grade will be determined by the following assignments:

Exam 1	200 points
Exam 2	200 points
Final Exam	200 points
Quizzes (4)	200 point (50 points/each)
PR Agency Profile	100 points
PR Campaign Essay	200 points
Participation	200 points
TOTAL	1,000 points

Grading Scale:

1000 – 925 points	A
924 - 895 points	A-
894 – 875 points	B+
874 – 825 points	B
824 – 795 points	B-
794 – 775 points	C+
774 – 725 points	C
724 – 695 points	C-
694 – 675 points	D+
674 – 625 points	D
624 – 595 points	D-
594 – 0 points	F

Class Expectations:

- No late assignments are allowed.
- No cell phones. Cell phones should be silenced and left in your backpacks. Texting while in a professional atmosphere, PR team meeting or while attending an agency meeting is not tolerated. Start preparing for work life now.
- No lap tops or tablets are allowed in the classroom unless you have prior permission from the instructor. If you do have permission to use a laptop or tablet in the classroom, you must sit in the front row.
- Assignments that are assigned to be posted in the D2L drop box should be in Microsoft Work .doc, docx or PDF format only. The instructor will communicate when necessary 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.
- All work must be typed. Improper spelling, poor word usage and grammatical errors will result in deductions from your final grade. This will be rigidly enforced.
- Plagiarism or any other form of academic misconduct will be not be tolerated. Students who violate the UWSP STATEMENT OF PRINCIPLES will be confronted and reported.
- If you are a student with a disability and require an accommodation(s), please contact me at the beginning of the course and register with the Disability and Assistive Technology Center on the 6th floor of the Learning Resource Center in the Library.

**Introduction to Public Relations Course Outline
Communications 230 – Fall 2018**

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

DATE	CLASS FOCUS	NOTES
September 4, 2018	<ul style="list-style-type: none"> • Class Introduction 	
September 11, 2018	<ul style="list-style-type: none"> • Defining Public Relations 	Read: Kelleher, Chp 1
September 18, 2018	<ul style="list-style-type: none"> • Development of Public Relations • Understanding the Field of Public Relations 	Read: Kelleher, Chp 2 Quiz #1
September 25, 2018	<ul style="list-style-type: none"> • Careers in Public Relations • Introduce Agency Profile Assignment 	Read: Kelleher, Chp 14
October 2, 2018	<ul style="list-style-type: none"> • Guest Lecturer • Introduce PR Campaign Essay Assignment 	Quiz #2
October 9, 2018	EXAM 1	Agency Profile Assignment Due
October 16, 2018	<ul style="list-style-type: none"> • Understanding the importance of communication in public relations 	Read: Kelleher, Chp 3-4
October 23, 2018	<ul style="list-style-type: none"> • Planning a PR Initiative or Campaign • Public Relations Research 	Read: Kelleher, Chp 5
October 30, 2018	<ul style="list-style-type: none"> • Strategic Planning • Budgets in the Planning Cycle 	Read: Kelleher, Chp 6 Quiz #3
November 6, 2018	NO CLASS	Read: D2L Article PR Campaign Essay Due
November 13, 2018	EXAM 2	
November 20, 2018	<ul style="list-style-type: none"> • Public Relations Campaign Implementation • Evaluating the effectiveness of Public Relations 	Read: Kelleher, Chp 7-8
November 27, 2018	<ul style="list-style-type: none"> • Writing, Images & Social Media in Public Relations 	Read: Kelleher, Chp 9-10 Quiz #4
December 4, 2018	<ul style="list-style-type: none"> • Crisis Communication • PR Issues and Ethics 	Read: Kelleher, Chp 11-12
December 11, 2018	<ul style="list-style-type: none"> • International Public Relations • Study Guide for Final Exam 	Read: Kelleher, Chp 13
December 17-21	FINAL EXAM	