

Introduction to Public Relations Course Outline Communications 230 Spring 2019

All deadlines are due at the beginning of the scheduled class period 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
January 22, 2019	Class Introduction	
January 29, 2019	Defining Public Relations & the Evolution of PR	Read: Chapters 1-2
February 5, 2019	PR Departments & PR Ethics Introduce Current Issue Presentation and Paper	Read: Chapters 3-4
February 12, 2019	PR Research and PR Planning	Read: Chapters 5-6 Quiz #1 (1-4)
February 19, 2019	PR Communication and PR Evaluation	Read: Chapters 7-8
February 26, 2019	EXAM #1	Exam #1 on Chapters 1-8
March 5, 2019	PR Diversity and the Law in PR	Read: Chapters 9-10
March 12, 2019	Guest Speaker: Tom Weaver Assign Current Issue Topics and Presentation Times	Read: Chapters 11-12 Quiz #2 (7-10)
March 19, 2019	SPRING BREAK	NO CLASS
March 26, 2019	Radio	Read: Chapters 13-14
April 2, 2019	EXAM #2	Exam #2 on Chapters 9 - 14
April 9, 2019	The Roles of PR in Today's Corporations	Read: Chapters 15-16
April 16, 2019	PR in the Entertainment, Sports and Tourism Industries	Read: Chapters 17-18 Quiz #3 (13-16)
April 23, 2019	PR in Politics and Government and Global Public Relations	Read: Chapters 19-20
April 30, 2019	Study Guide Review and First Drafts for Final Paper Due	Quiz #4: (17-20)
May 7, 2019	EXAM #3	Exam #3 on Chapters 15-20
May 15, 2019	PR Presentations Dues 8am – 10am // CAC 204	Final two-page papers due

**Comm 230: Introduction to Public Relations
Spring 2019: January 22 – May 15, 2019**

Tuesdays, 11am – 12:50pm // Classroom 204

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Office Hours: Tuesdays 10am -11am or by appointment

Office: CAC329

Instructors Note:

This is an introductory public relations class that will examine principles and strategies in the field of public relations. You will gain an understanding to the communication tools used in public relations programs and campaigns. 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.

Course Objectives:

- Define public relations and learn how public relations programs and campaigns are strategically developed
- Understand how legal and ethical issues shape the public relations field
- Compare how public relations functions vary in for-profit and nonprofit settings
- Comprehend how objectives, strategies and tactics are developed by public relations professionals

Grading Expectations:

Your final Comm 230 grade will be determined by the following:

Exam 1	150 points
Exam 2	150 points
Exam 3	150 points
Quizzes (4)	200 points (50 points/each)
Class Participation	100 points
PR Current Issue Paper and Presentation	150 points (paper) 100 points (presentation)

Class Requirements and Assignment Expectations:

Examinations:

Three written examinations will be given during this semester. They will consist of true/false, multiple-choice and short answer/short essay questions that cover assigned readings and class discussions.

Quizzes:

Four quizzes will be given during the semester. The quizzes will contain true/false and multiple-choice questions on material covered in readings and class discussions.

Current Issue Paper and Presentation:

Students will research and present a five-minute topic on public relations with a two-page paper outlining the same topic. Presentations will replace our final at the end of the semester. A presentation/topic schedule will be distributed prior to spring break to ensure that students fully understand their presentation topic.

Class Participation:

Your regular attendance and active participation in this class are expected. Attendance will be taken each class. Your failure to contribute to class discussions will adversely affect your grade. We will also be discussing relevant current events related to public relations in the classroom.

Late Assignments:

Deadlines are crucial in public relations. Assignments are due at the beginning of class. Late assignments will not be accepted and will result in a 0 for that assignment. Exceptions will only be made in emergency cases only when discussed in person with the instructor within 24 hours of the deadline.

Classroom expectations:

- Professional communication in class, with peers and the instructor are a must.
- 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 Wisconsin statutes, state administrative code and the UW System academic policies.
- Students with cell phone and laptops should make sure they are turned off before the beginning of class.
- Arriving late or leaving early without speaking in person to the instructor will be recorded as a missed class. Missing four classes will result in your failing this class.
- The structure of this class is informal, but the course expectations are professional. Expectations for presentations and papers will be discussed separately. Students must be responsible and fully engaged in this process and with each assignment.

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