

COMM 230.2: INTRODUCTION TO PUBLIC RELATIONS

Spring 2019: January 22- May 10, 2019

Course Meeting Time	Section 2: Thursday 10:00 - 11:50 a.m.
Classroom	CAC 236
Prerequisites	None
Instructor	Hyosun Kim, Ph.D.
Email	hyosun.kim@uwsp.edu
Office Hours	Tuesday, 4:00- 5:00 p.m. Thursday, 12:00- 1:00 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:

- Tom Kelleher, *Public Relations: Engagement, Conversion, Influence, Trust*. (Oxford University Press, 2017). This is available through UWSP Text Rental.

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
Exam 1:	200
Exam 2:	200
AP Style Quizzes:	50
Participation (class engagements, attendance, in-class exercises, professionalism)	50
Total	500

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 REQUIREMENTS

Examinations (200 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.

AP Style Quizzes (50):

AP Style quiz will be posted to D2L. You can take quiz using online AP Style book below.

AP Style Book Link: http://www.apstylebook.com.ezproxy.uwsp.edu/uwsp_library/

Practice Quizzes (Won't be graded):

Online open book quizzes will be given during the semester, which will cover textbook readings and class lectures. The purpose of the quizzes is to help you to understand the lecture and readings. The quizzes will be posted to D2L and available throughout the semester. Although the quizzes won't be graded, they will be in your test.

Participation (50 points)

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 **4 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. 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.

Laptop and Tablet in the Classroom:

No laptops or tablets except by special permission for extraordinary reasons. If you do use a laptop or such, you must sit in the first row. No exceptions. Talk to me in person if you need to use electronic devices in class.

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:

No late assignments are allowed. Deadlines are crucial in public relations profession. 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. If you become aware of a serious problem which will prevent you from taking an exam or being at class, you must inform me of this **ahead of time** and we can reach a compromise. If you give me an excuse after-the-fact, I reserve the right to deny a retake of a test or quiz. Please note all work is due at the start of class on the due date. If you arrive late to class on a due date, your work will not be accepted.

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	
485-500	A	Outstanding Work
465-484	A-	Performance Exceeding Standards
450-464	B+	
435-449	B	Good/Satisfactory Work
415-434	B-	Performance Meeting Standards
400-414	C+	
385-399	C	Average Work
365-384	C-	Performance Meeting Minimum Standards
350-364	D+	
335-349	D	Needs Improvement
315-334	D-	Performance Not Meeting Minimum Standards
300-314	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

This course is part of the UW-Stevens Point academic community, an academic community that is bound together by the traditions and practice of scholarship. Honest intellectual work – on examinations and on written assignments is essential to the success of this community of scholars. Using classmates' responses to answer exam questions or disguising words written by others as your own undermines the trust and respect on which our course depends.

The work in this course is challenging and will demand a good deal of each of you. I have every confidence that each of you can succeed. Doing your own work will enhance your sense of accomplishment when the semester comes to a close.

Additionally, the classroom environment is a unique opportunity for students to share ideas, opinions, discuss classroom and course content. As each student is entitled to contribute in class, specific expectations are necessary to ensure a thriving classroom environment. Expectations include: arriving to class on time, being prepared for class, no electronic devices, unless authorized to do so, any loud shouting, excessive side conversations, arriving to class under the influence of any alcohol or drugs, profane language, and verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to the professor or other students. If any of this behavior is exhibited, you may be asked to leave the class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.

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	READINGS/NOTES
<u>WEEK 1</u> Jan.24	<ul style="list-style-type: none"> ▪ Class Introduction ▪ Understanding the PR Field / Development of PR 	Read: Kelleher, CH 14
<u>WEEK 2</u> Jan. 31	<ul style="list-style-type: none"> ▪ Defining Public Relations ▪ Strategic Planning Process 	Read: Kelleher, CH 1, CH3 Read: D2L, Austin & Pinkleton: Element of Campaign Recipe
<u>WEEK 3</u> Feb. 7	<ul style="list-style-type: none"> ▪ Mass Media Materials: <ul style="list-style-type: none"> - News Release - Media Advisories 	Read: Kelleher, CH 9
<u>WEEK 4</u> Feb. 14	<ul style="list-style-type: none"> ▪ News Conference 	No readings Handout
<u>WEEK 5</u> Feb. 21	<ul style="list-style-type: none"> ▪ Connecting w/ Social Media & Internet ▪ Social Media Monitoring 	Read: Kelleher, CH 10
<u>WEEK 6</u> Feb. 28	<ul style="list-style-type: none"> ▪ No Class: I will attend the AEJMC Midwinter Conference 	
<u>WEEK 7</u> Mar. 7	<ul style="list-style-type: none"> ▪ Event Planning ▪ Fundraising Letter 	Read: Kelleher, pp. 153 Read: D2L – Special Event
<u>WEEK 8</u> Mar. 14	<ul style="list-style-type: none"> ▪ Midterm Review 	
<u>WEEK 9</u> Mar. 21	<ul style="list-style-type: none"> ▪ No Class: Spring Break 	
<u>WEEK 10</u> Mar. 28	<ul style="list-style-type: none"> ▪ Exam 1 (in class) 	
<u>WEEK 10</u> Mar. 28	<ul style="list-style-type: none"> ▪ Communication Process 	Read: Kelleher, CH 6
<u>WEEK 11</u> Apr. 4	<ul style="list-style-type: none"> ▪ Public Relations Research 	Read: Kelleher, CH 5
<u>WEEK 12</u> Apr. 11	<ul style="list-style-type: none"> ▪ PR in Entertainment & Sports Industry ▪ Crisis Communication & Apology Statement 	Read: Kelleher, CH 12
<u>WEEK 13</u> Apr. 18	<ul style="list-style-type: none"> ▪ International Public Relations 	Read: Kelleher, CH 13
<u>WEEK 14</u> Apr. 25	PR Case Study	
<u>WEEK 15</u> May. 2	Final Exam Review	
<u>WEEK 16</u> May. 9	Exam 2(in-class)	