

**Communication 230 – Section 1
Introduction to Public Relations
Fall 2015**

**Professor: Dr. Jim Haney
Office: 303 CAC
Phone: 715/346-4381
Email: jhaney@uwsp.edu**

This class will examine principles and strategies used in public relations. We will attempt to understand the communication tools used in public relations programs and campaigns. Through the analysis of contemporary examples, we will try to understand the role of public relations in society and some of the ethical issues confronting public relations practitioners.

The program competencies for the Division of Communication detail that by the time they graduate, students should be able to:

1. Communicate effectively using appropriate technologies for diverse audiences;
2. Plan, evaluate and conduct basic (quantitative and qualitative) communication research;
3. Use communication theories to understand and solve communication problems;
4. Apply historical communication perspectives to contemporary issues and practices; and
5. Apply principles of ethical decision making in communication contexts.

By the end of the semester, students should be able to:

- Define public relations and explain how PR programs and campaigns are developed;
- Understand how legal and ethical issues shape the public relations field;
- 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.

TEXT:

Dennis L. Wilcox, Glen T. Cameron and Bryan H. Reber, *Public Relations Strategies and Tactics*, 11th Edition (Boston: Pearson, 2015). [Available through UWSP Text Rental]

COURSE REQUIREMENTS:

EXAMINATIONS: Three written examinations will be given during the semester. They will be short answer/short essay exams and will cover assigned readings and class discussions.

PAPER: Students will be asked to complete a short research paper (4-5 pages) on an issue or controversy in public relations. Specific requirements for the paper will be discussed when it is assigned.

CURRENT ISSUE PRESENTATION: Students will be asked to research and present a 2-3 minute talk and write a short (1-2 page) paper about a current topic in public relations. These presentations will take place throughout the semester. A schedule for the presentations and topics will be distributed early in the semester to ensure that students know when their topic will be discussed.

CLASS PARTICIPATION: Your regular attendance and active participation in this class are expected. Attendance will be taken every day. Your failure to contribute to class discussions will adversely affect your grade. In addition to discussing ideas and issues covered in our readings and lectures, students should be prepared to comment and report on relevant current events.

GRADES:

Your grade will be determined as follows:

Examination #1	20%
Examination #2	20%
Examination #3	20%
Paper	20%
Current Issue Presentation	10%
Class Participation	10%

LATE ASSIGNMENT POLICY:

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. 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 (either in person or via a telephone conversation).

ACADEMIC MISCONDUCT:

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 UW System academic policies. Students with cell phones, electronic tablets and laptops should make sure they are turned off before the beginning of class.

FINAL EXAMINATION PERIOD:

The class will meet to finish team reports. The final exam period is scheduled for 10:15 a.m. to 12:15 p.m. on Friday, December 18, 2015.

OTHER COURSE POLICIES:

Activities you should **not** engage in:

- Using cell phones, tablets, or laptops during class;
- Failing to attend class;
- Arriving late for class or leaving early;
- Talking during class when others are speaking; and
- Being disrespectful to others in the classroom.

TENTATIVE COURSE OUTLINE:

September 2	Introduction to the Course
September 9	Defining Public Relations Read: Wilcox, pp. 1-38
September 14	The Development of Public Relations Discussion of Current Issue Presentations Read: Wilcox, pp. 39-69
September 16	Understanding the Public Relations Field Read: Wilcox, pp. 95-122
September 21	Ethics and Professionalism Discussion of Paper Read: Wilcox, pp. 70-94
September 23	Public Relations Research Read: Wilcox, pp. 123-143
September 28	Understanding the PR Field: Guest Perspectives from Communication Week guests
September 30	Understanding the PR Field: Guest Perspectives from Communication Week guests
October 5	Public Relations Research (Continued) Read: Wilcox, pp. 143-150
October 7	<u>Examination #1</u>

October 12	Planning a Public Relations Initiative or Campaign Read: Wilcox, pp. 151-170
October 14	Communicating with the Public and Reaching Diverse Audiences Read: Wilcox, pp. 171-196 and 277-299
October 19	Understanding Public Opinion Read: Wilcox, pp. 219-247
October 21	Evaluating the Effectiveness of Public Relations Read: Wilcox, pp. 197-218
October 26	Preparing Mass Media Materials Read: Wilcox, pp. 363-393
October 28	Connecting with Television and Radio Read: Wilcox, pp. 394-417
November 2	Connecting with Social Media and the Internet Read: Wilcox, pp. 331-362
November 4	Organizing Meetings and Special Events Read: Wilcox, pp. 418-444
November 9	<u>Examination #2</u>
November 11	Public Relations in Corporations Read: Wilcox, pp. 445-472.
November 16	Public Relations in Politics and Government Read: Wilcox, pp. 493-517
November 18	Crisis Communication Read: Wilcox, pp. 248-276
November 23	Public Relations and the Law Read: Wilcox, pp. 300-330
November 25	International Public Relations Read: Wilcox, pp. 518-544
November 30	Public Relations in Nonprofit Organizations, Healthcare and Education Read: Wilcox, pp. 545-569.
December 2	Public Relations in Entertainment, Sports and Travel/Tourism Read: Wilcox, pp. 473-492
December 7	<u>Examination #3</u>

December 9	<u>Paper is due.</u> Public Relations Lessons – Team Reports
December 14	Public Relations Lessons – Team Reports
December 18*	Public Relations Lessons – Team Reports

*This session takes place during the final exam period on Friday, December 18 from 10:15 a.m. to 12:15 p.m.

Please note: This schedule is tentative. Topics for some dates might change to accommodate the needs of the class.