

Principles of Public Relations, Fall 2018

COMM 210 - 201

Jim Grimes, Adjunct Communications Instructor
Mon.-Wed.-Fri. 1:40-2:30 PM, School of Comm – Room 013
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Office Hours: 11:45 AM-12:15 PM by appointment MWF,
or at other times by appointment

COURSE DESCRIPTION

This course introduces public relations and its role in American society. Basic principles and theories are explored, and the communications planning process is examined. Students will examine current issues and trends and analyze the ethical and legal considerations incumbent on the public relations practitioner. The class will hear from practitioners and examine cases and communications examples. In addition, the student will learn public relations writing skills and prepare a public relations plan. The course will serve as a foundation for those interested in a career in public relations as well as provide a helpful overview of the practice for those planning careers in other fields.

COURSE OBJECTIVES

The goal of this course is to introduce students to the theoretical and practical aspects of public relations and help them master the foundational elements required to enter this field of communication.

Upon completion of this course, students will be able to:

1. Explain the origins of public relations
2. Identify organizations which practice public relations
3. Differentiate between the roles of internal and external organizational communications
4. Identify the audience, message, and channel for a PR campaign

Success in this course hinges on students connecting critical and analytical thinking to best practices and communication theories.

REQUIRED MATERIALS

Cutlip and Center's Effective Public Relations, 11th Ed.

Authors: Glen M. Broom

Publisher: Pearson

ISBN-13: 9780132669153

AP Style will be used in developing written materials for the class. Students should access an [AP Stylebook](#) or AP Stylebook Online App.
ISBN: 978-0-917360-67-1.

Students are encouraged to consider use of electronic text versions and/or rentals.

Other Readings and Resources will be made available in class, via SAKAI or email.

COURSE POLICIES

ASSIGNMENTS / LATE OR LOST WORK / EXTRA CREDIT

Assignments should be turned in by hardcopy or email by the due date.

Students should maintain a backup copy of all work.

Late assignments will lose some credit.

Extra credit work may be submitted if approved by the instructor prior to submission.

ATTENDANCE / LATE TO CLASS/ LEAVING CLASS EARLY

Students should notify the instructor if they will miss class via email or other means. If arriving late to class, the student should check in with the instructor at the end of class to verify their attendance was noted. Students who must leave class early should notify the instructor prior to class beginning.

Missed work cannot be made up or excused except in the case of University-approved absences or if arrangements are made with the instructor prior to the absence.

Documentation for a University-authorized absence must be cleared with the instructor in advance. Absences due to illness or injury or other extenuating circumstances should be communicated to the instructor as soon as possible. Absences will result in the loss of points in the class participation grade.

ILLNESS

If you are ill, (coughing, sneezing, feverish, etc.) please do not come to class. Notify the instructor and visit the Wellness Center for advice and to get documentation.

PARTICIPATION

In this class, you'll hear lectures and guest presentations as well as class discussions. Do provide feedback to classmates and the instructor. Your positive and substantive contribution to each of these class elements is expected. Students will receive credit for participation. Distracted driving is dangerous to your and others' safety. Distracted learning is dangerous to your grade. Be sure to utilize technology during class for the work at hand.

CLASSROOM CITIZENSHIP

Students are expected to respect each other. Treat each other with tolerance and understanding. The people you'll interact with in class are your peers and future colleagues. You are responsible for your own work, but you are also responsible to your

teacher and your peers. Your positive substantive participation is valuable to the class. So much of making sense of communication in our world depends on applying theoretical and critical insights to actual communication environments in our everyday lives. This course depends on students bringing their own communication contexts to the class, so we can all appreciate and learn from the diversity of communication frameworks in our world. Participation in class is part of your grade.

COMPUTERS IN THE CLASSROOM

If you would like to bring your own tablet, laptop, smartphone, etc. to take notes or access the class text or materials, that is acceptable. Be respectful with your use of technology. Please do not use valuable class time to send text messages, use headphones to listen to music, watch wacky videos, look at social media, check email, etc. If your device is deemed a distraction by the instructor, you will be asked to shut it down. We will rely on web resources to help expand our knowledge of contemporary mass communication. You will be encouraged to contribute resources and techniques to the class.

STUDENTS WITH DISABILITIES

Any student with a learning disability or other needs that require special accommodation should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible.

ASSIGNMENTS, QUIZZES AND TESTS – PERCENTAGE OF GRADE

Class Participation (Attendance and Interaction)	20%
Quizzes (4 quizzes, 5% each)	20%
Guest Lecturers (Participation/Reviews as Assigned)	10%
Public Relations Paper	20%
Team Project	20%
Final Exam	10%

GRADING

The grading scale is as follows:

- A = 94% - 100%
- A- = 90% - 93%
- B+ = 87% - 89%
- B = 84% - 86%
- B- = 80% - 83%
- C+ = 77% - 79%
- C = 74% - 76%
- C- = 70% - 73%
- D+ = 67% - 69%
- D = 64% - 66%
- F = 63% and below

Students will receive grades for each assignment unless otherwise noted in the syllabus. The instructor will attempt to share comments on assignments with each student. If a student has a question about a grade, they should discuss it with the instructor within a week of the grade being issued.

This Syllabus and the sections within are subject to modification. Students will be notified of any changes.

COMM 210 Class Schedule

WK	Day / Date	Class Activities	Text Chps.	Notes
1	Mon- Aug. 27			
	Wed- Aug. 29		1 Intro to Contemporary PR	
	Fri- Aug. 31		1	
2	Mon- Sep. 3	No Class – Labor Day	-----	
	Wed- Sep. 5		2 Practitioners of PR	
	Fri- Sep. 7		2	
3	Mon- Sep. 10		3 Organizational Settings	
	Wed- Sep. 12		3	
	Fri- Sep. 14		4 History	
4	Mon- Sep. 17	Quiz #1 Due	4	
	Wed- Sep. 19		5 Professionalism/Ethics	
	Fri- Sep. 21		5	
5	Mon- Sep. 24		6 Legal Considerations	
	Wed- Sep. 26		6	
	Fri- Sep. 28	Out of Class – IBA U	-----	
6	Mon- Oct. 1		7 Theory: Adjustment/Adapt	
	Wed- Oct. 3		8 Theory: Comm/PR	
	Fri- Oct. 5		8	
7	Mon- Oct. 8	Quiz #2 Due	9 Internal Relations/Employee	Russ Rayburn
	Wed- Oct. 10		9	
	Fri- Oct. 12		10 External Media/Relations	

8	Mon- Oct. 15		10	
	Wed- Oct. 17		11 Step 1: Defining PR Problems	
	Fri- Oct. 19		12 Step 2: Planning/Programming	
9	Mon- Oct. 22		13 Step 3: Taking Action/Comm	
	Wed- Oct. 24		14 Step 4: Evaluating the Program	
	Fri- Oct. 26	Team Reports Begin	14 Management Process	
10	Mon- Oct. 29	Quiz # 3 Due	15 Business & Industry	
	Wed- Oct. 31		15	
	Fri- Nov. 2		16 Government & Politics	
11	Mon- Nov. 5		16	
	Wed- Nov. 7		17 Military Public Affairs	
	Fri- Nov. 9	PR Paper Due	17	
12	Mon- Nov. 12	Paper Reports Begin	18 Nonprofits and NGOs	
	Wed- Nov. 14		18	
	Fri- Nov. 16		19 Health Care	
13	Mon- Nov. 19		19	
	Wed- Nov. 21	No Class – T’giving	-----	
	Fri- Nov. 23	No Class – T’giving	-----	
14	Mon- Nov. 26	Quiz #4 Due	20 Education	
	Wed- Nov. 28		20	
	Fri- Nov. 30		21 Associations & Unions	
15	Mon- Dec. 3		21	
	Wed- Dec. 5	Final Review		
	Fri- Dec. 7	Final Review		
Finals	Thu- Dec. 13 1:00-3:00 PM	Final Exam		

School of Communication (SOC) Statement on Sexual Harassment

Sexual Harassment is defined as unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature. Loyola University of Chicago will not tolerate it by faculty, students or other employees, and will attempt to take prompt corrective action against any sexual harassment by or of its students, faculty and employees. Persons who believe they have been harmed by harassment of this kind should bring the conduct to the attention of the School of Communication dean's office. All complaints are taken seriously and no one reporting them will suffer reprisal or retaliation from the University. Such complaints will be treated in confidence to the extent feasible, given the need to conduct a thorough investigation and take corrective action.

School of Communication (SOC) Statement on Academic Integrity Please Read Carefully in its Entirety

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use

of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is an act of personal and professional courtesy, as well as intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at:

<http://luc.edu/english/writing.shtml#source> .

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml .

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

(The School of Communication policy is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)