

**Loyola University Chicago**  
**COMM 210 Principles of Public Relations**

Spring 2017

Monday – Wednesday – Friday 11:30 a.m. – 12:20 p.m.

Corboy Law Center

25 E. Pearson - Room 108

Instructor: Alix Salyers

Office Hours: **TBD** and By Appointment

312/310-5412 (mobile)

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**Course Description:**

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. It will provide an introduction to public relations and its role in American society. Basic principles and theories are reviewed and the communications planning process is examined. Students will examine current issues/case studies and trends and analyze the ethical and legal considerations incumbent on the public relations practitioner. In addition, the student will learn basic public relations terms, tactics and the importance of writing skills and storytelling. The course is intended to help students prepare an external or internal public relations plan and best practices when working as an intern or entry level associate.

**Course objectives:**

- Familiarize students with the basic terms, concepts and principles of public relations.
- Expose the student to strategies and tools of public relations.
- Provide hands-on writing experience and initial steps in develop communications planning skills.

By the end of this course students will be familiar with how public relations can impact an organization's image, what is likely to be asked of them in an entry level position and the basics of how to design and write a public relations program.

**Required Text**

*Think Public Relations* by Wilcox, Cameron, Reber & Shin.

*The Associated Press Stylebook 2016*, by the Associated Press. Access to Revel will not be required.

- Additional readings will also be provided or recommended by the instructor in class.

**Class Requirements**

Over the course of the semester, students will collaborate on plans, write, present assignments and learn about press releases, executive memos, media and blog pitches and other communications collateral. Additionally, students will be required to read and give summaries on news coverage of local, national and international significance. Finally, students will learn about the field of public relations and the opportunities for specialization that exist today. Assignments will be used to review discussions and readings. There will be a midterm and final exam. Attendance, participation and professionalism will

affect the final grade. All classroom activities are designed to prepare students for the work environment and real world professional challenges.

### **Grading**

Students will be expected to know material covered in lectures. It will be critical to keep up with the direction regarding assigned readings and on news here and around the world. Students should expect to work together and write and edit materials before receiving a final grade.

### **Instructor Office Hours**

**TBD** & by appointment

### **Classroom Environment**

Students are expected to act in a professional manner in class. This includes showing up and on time. You must let me know ahead of time if you'll be absent. Unexcused absences will affect your final grade.

### **Tips for succeeding in the course:**

- Attend class. If the instructor talks about it during class it must have some significance.
- Read the text but be mindful of instructor updates. If something is not clear ask about it in class. ASKING QUESTIONS AND CLASS PARTICIPATION IS ENCOURAGED.
- Proof and edit your work. Re-write, edit, and edit again. Follow AP style. Use MORE than spell check. An innocent typo can make you look like an idiot.
- Don't try to eat an elephant in one bite. Keep up with the work and the readings.
- Style points count. Boardroom quality is not expected, but a good-looking paper or presentation has a way of earning extra attention.

### **Additional Classroom Policies**

- Students are responsible for all readings, as directed, whether or not they are discussed in lecture.
- No late assignments will be accepted unless there are significant, extenuating circumstances. Students must communicate with me immediately if they are unable to meet a deadline.
- All written assignments must be typed, double-spaced and proofread. Errors in grammar, spelling and organization will result in a lower grade.
- Please turn off all cell phones. Do not text or Tweet in class. Laptops may be used for taking notes, however all presentation decks will be provided through Sakai.

### **Academic Dishonesty Policy**

Academic dishonesty can take several forms, including, but not limited to, cheating, plagiarism, copying another student's work, and submitting false documents. 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
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work that is completed outside of the classroom
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines
- 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
- 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 both an act of personal, professional courtesy and of 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. 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.

A complete description of the School of Communication Academic Integrity Policy can be found at: <http://www.luc.edu/soc/Policy.shtml>

## Assignments and Breakdown of Grade

### Final Grade Scale

100-94: A  
93-90: A-  
89-88: B+  
87-83: B  
82-80: B-  
79-78: C+  
77-73: C  
72-70: C-  
69-68: D+  
67-64: D  
62-60: D-  
59-0: F

This course consists of completing the following projects:

- ***The instructor reserves the right to make changes in the course schedule and assignments. Regular attendance in class is your best assurance of keeping up with any changes that may occur.***
- ***Assignments may shift or change based on class progress. Any changes will be communicated in advance and adequate preparation time will be afforded.***

### ASSIGNMENTS – 50%

- Tell your story
- Choose groups and semester topic
- Conduct initial research
- Outline PR Plan
- Prepare audience analysis
- Outline measurement strategy
- Identify potential conflicts and issues
- Define media strategy
- Define relevant global extensions
- Plan presentation

*All assignments graded based on quality as well as timeliness.*

### CLASS PARTICIPATION & PROFESSIONALISM – 20% (TBD Class Days; TBD Participation Days/)

Assignments above will be presented by several students each week and discussed by the class

- *Attendance and timeliness will be monitored*
  - *Attendance (1.5 points)*
  - *Timeliness (1.5 points)*
  - *Notice in advance of missed class = 3 points*
  - *Class presentation or participation (5 points)*
  - *No notice of missed class = 0 points*

EXAMS – 30% (2 Exams)

- Midterm Exam
- Final Exam

## Schedule

### **Week One: 1/18 & 1/20**

Course Overview (bring textbook and style guide)

Expectations and Outcomes

- Professional Goals
- AP Style
- Assignment formatting
- Text v. Lectures
- Semester Topics
- Semester Teams and Plans
- Attendance and Participation

Chapter 1: What is Public Relations

Chapter 2: Careers in Public Relations

**Assignment: Tell Your Story Due: Start of Class 1/23**

### **Week Two: 1/23, 1/25, 1/27**

Chapter 3: The Growth of the Profession

Chapter 4: Today's Practice

**Assignment: Choose Group and Topic for Semester Due: Start of Class 1/30**

### **Week Three: 1/30, 2/1, 2/3**

Chapter 5: Research and Campaign Planning

**Finalize semester topics**

**Assignment: Topic Research and Topic Direction; Outline PR Plan Due: Start of Class 2/3**

### **Week Four: 2/6, 2/8, 2/10**

Chapter 10: Reaching Diverse Audiences

**Assignment: Define Target Audiences for Plan Due: Start of class 2/10**

### **Week Five: 2/13, 2/15, 2/17**

Chapter 6: Communication and Measurement

Chapter 7: Public Opinion and Persuasion

**Assignment: Outline Initial Measurement Strategy Due: Start of Class 2/17**

### **Week Six: 2/20, 2/22, 2/24**

Chapter 8: Managing Competition and Conflict

**Assignment: Identify Potential Conflicts and Issues Due: Start of Class 2/24**

### **Week Seven: 2/27, 3/1, 3/3**

Chapter 11: The Mass Media

Chapter 12: The Internet and Social Media

**Assignment: Develop Media Strategy (Integrated Traditional and Social Program) Due: Start of Class 3/3**

**Week Eight: SPRING BREAK - NO CLASS**

**Week Nine:** 3/13, 3/15, 3/17

Chapter 13: Events and Promotions

**NO Assignment: Team Work Time and Instructor Support**

**Week Ten:** 3/20, 3/22, 3/24

Chapter 9: Ethics and the Law

**Midterm Exam: Multiple Choice & T/F 3/24**

**Week Eleven:** 3/27, 3/29, 3/31

Chapter 14: Global Public Relations

**Assignment: Add Global Overlay to Plan Due: Start of Class 3/31**

**Week Twelve:** 4/3, 4/5, 4/7

Chapter 15: Corporate Public Relations

**NO Assignment: Team Work Time/Integration of Corporate Strategy**

**Week Thirteen:** 4/10, 4/12 **GOOD FRIDAY/EASTER BREAK 4/13-17**

Chapter 16: Entertainment, Sports and Tourism

**NO Assignment**

**Week Fourteen:** 4/19, 4/21

Chapter 17: Government and Politics

Chapter 18: Non-Profit, Health and Education

**NO Assignment: Team Work Time/Plan Consolidation and Instructor Support; Choose Team Presentation Date**

**Week Fifteen:** 4/24, 4/26, 4/28

**Team Work Time and Instructor Support 4/24**

**Assignment: Final Plan Presentations: 4/26 - Tem 1 & 2; 4/28 - Team 3 & 4**

**Week Sixteen:** 5/1 **FINAL EXAM**

**Final Exam: Monday, May 1 - 1-3 p.m.**