

COMM 210-233, J. Brooks

**Principles of Public Relations
Loyola University Chicago
School of Communication**

Class Dates: Thursdays, January 19 through May 4

Class Time: 7 p.m. to 9:30 p.m.

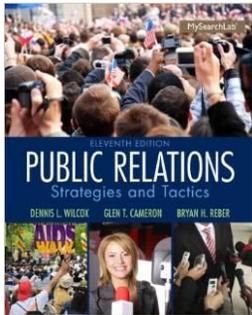
Location: Maguire Hall, Room 360

Office Hour: By appointment: generally, Thursdays, 6 p.m. to 7 p.m.

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Required Text: *Public Relations Strategies and Tactics*, 11th Edition, 2014, by Dennis L. Wilcox and Glen T. Cameron, Bryan Reber. Pearson Education Inc. ISBN-13: 978-0205960644.



There may be additional reading for classroom discussion every week. Sources for discussions are from public relations and business-oriented newsletters and publications which your instructor reads regularly. These include e-mail newsletters such as Ragan's Daily Headlines, PR Daily Newsfeed and PRSA Issues and Trends; and publications such as the *Chicago Tribune*, *Wall Street Journal*, *New York Times*, *PR Week*, *PR Tactics*, *Public Relations Strategist* and *Forbes*.

Course Description:

The official course description in the university catalogue states: "Students will be able to demonstrate an understanding of the roles and practices of the public relations professional, develop PR plans, and create a portfolio."

This course provides an introduction to public relations and its role in American society. Basic principles and theories are reviewed, and the communications planning process is examined. You will examine current issues and trends, and analyze the ethical and legal considerations incumbent on the public relations practitioner. Cases and communications examples will be discussed, and guest speakers will address the class. In addition, you will learn public relations writing skills and learn how to 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.

Goals for this course:

- You should understand basic concepts and principles of public relations
- You should understand strategies and tools of public relations
- You'll gain hands-on writing experience and develop communications planning skills
- You should be familiar with sound media relations practices
- You should be able to apply concepts of public relations strategies and tactics

Course Requirements:

Grades for this course will be determined by these factors (250 points):

- + Class participation (possible 10 pts.)
- + Attendance (13 class periods x possible 2 pts. each; 26 pts.)
- + Five quizzes, including final (5 x 25 points each; possible 125 pts.)
- + Six writing assignments based on PR principles (90 points)

Class participation: 10 points

Public relations is a participatory occupation, and it is as much a profession about strategic and analytical thinking as it is about creative problem-solving and tactical execution of program ideas. Class participation is about speaking up in class, just as you would be expected to speak up in the workplace. *Silence is not an option in this class.* Class participation includes in-class discussions, volunteering ideas/answers, and interaction with guest speakers. It is important to come to class prepared. Class participation points are awarded based on your participation and are determined by the instructor.

Attendance: 26 points

Your attendance in this class is essential. The instructor will take attendance via a sign-in sheet. You will earn 2 points for each class you attend, and you will receive 1 point for each class you attend, but arrive late without an acceptable excuse. Acceptable excuses for missing class include illness, family emergency, student-athlete commitments or court date (work conflicts are *not* acceptable excuses). Please inform the instructor prior to class if you have an acceptable excuse, and please provide the instructor with a written excuse to document excused absences.

Five quizzes: 125 points

There will be five quizzes (including the final exam) during the semester, each worth a maximum of 25 points. Each quiz is based on the five sections in the book: Role, Process, Strategy, Tactics and Application. The quizzes will be made available on Sakai, and returned by you on Sakai. You will have plenty of time to complete these quizzes, based on readings and class discussions. **Late quizzes will not be accepted.**

Six writing assignments: 90 points

Students will write six short essays based on various topics discussed in class. Each assignment is worth 15 points. Quality of writing matters. One point each will be subtracted for misspelled or incorrect words, incomplete sentences and poor grammar. **Late assignments will not be accepted.**

In addition, each student may earn an additional 5 extra-credit points by presenting ideas from one of writing assignments to the class during the semester. Students will determine the subject and date for their presentation via a sign-up sheet.

Academic early warning

The instructor will notify university academic officials should a student's grades decline or if a student misses consecutive classes without communication with the instructor.

Important dates

January 16: Last day to drop classes without a grade of "W"

March 27: Last day to withdraw from classes with a grade of "W"

May 4: Final exam

Preliminary Class Schedule:

The following is a working schedule of how we will review the textbook and other supplemental readings. Classes will consist of a mix of lectures, Q&A, presentations and analysis, possible group work and occasional guest speakers who specialize in some facet of the public relations profession.

Class schedule (subject to possible changes)

January 19

Instructor and class introductions
Course overview
Chapter 1 – What is Public Relations?

Due January 23: First writing assignment: What is public relations?

January 26

Chapter 2 – Evolution of Public Relations
Chapter 3 – Ethics and Professionalism

February 2

Chapter 4 – Public Relations Departments and Firms
Chapter 5 – Research

Due February 6: First quiz on "Role"

February 9

Guest speaker: Camden Robertson, account manager, Golin (confirmed)
Chapter 6 – Program Planning

Due February 13: Second writing assignment: Research & Program Planning

February 16

Chapter 7 – Communication
Chapter 8 – Evaluation

Due February 20: Second quiz on "Process"

February 23

Chapter 9 – Public Opinion and Persuasion
Chapter 11 – Reaching Diverse Audiences

Due February 27: Third writing assignment: Reaching Diverse, Global Audiences

March 2

Chapter 10 – Conflict Management: Dealing with Issues, Risks and Crises
Chapter 12 – Public Relations and the Law

Due March 6: Third quiz on "Strategy"

March 9: NO CLASS (Spring Break)

March 16

Guest speaker: Nadine Youssef, media relations director, Morningstar (confirmed)
Chapter 13 – The Internet and Social Media

March 23

Chapter 14 – Preparing Materials for Mass Media
Chapter 16: Meetings and Events

Due March 27: Fourth writing assignment: The Internet & Social Media

March 30

Guest speaker: TBD
Chapter 17 – Corporations

Due April 3: Fourth quiz on "Tactics"

April 6

Chapter 18 – Entertainment, Sports and Tourism
Chapter 19 – Politics and Government

Due April 10: Fifth writing assignment: Meetings & Events

April 13: NO CLASS (Easter Holiday)

April 20

Chapter 20 -- Global Public Relations
Chapter 21 -- Nonprofit, Health and Education

Due April 24: Sixth writing assignment: Nonprofit, Health and Education

April 27

Careers in Public Relations
Resume' writing/cover letters

May 4 Final exam, "Application," 7 p.m. to 9:30 p.m.

Final Grades/Point Totals

A	233-250
A-	225-232
B+	215-224
B	208-214
B-	200-207
C+	190-199

C	183-189
C-	175-182
D+	168-174
D	159-167
D-	150-158
F	Below 150

Policy Statements:

School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate the 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
- 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 which 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

Students who commit an act of plagiarism, whether deliberately or accidentally, will still be held responsible. Ignorance of academic rules, or failure to fact check work, sources and citations, is not an acceptable defense against the charge of plagiarism. 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 the following:

- Submitting as one's own material copied from a published source, such as print, Internet, 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 without the expressed prior permission of all instructors. A student who submits the same work for credit in two or more classes without the expressed prior permission of all instructors 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 chairperson of the department involved, and to 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 based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.

Students with Disabilities

Any student with a learning disability that needs special accommodation during exams or class periods 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, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.