

**Loyola University**  
**School of Communication**  
**Communication 210-202 Syllabus: Principles of Public Relations**  
**Spring Semester 2015**

**Class Dates:** Tuesdays and Thursdays, January 13 through April 23

**Class Time:** 10 a.m. – 11:15 p.m.

**Location:** School of Communication, Room 013

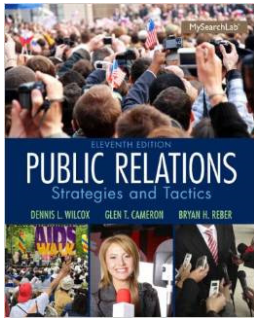
**Office Hour:** Tuesdays & Thursdays, 11:15 a.m. to 12:15 p.m., or by appointment

**Office Location:** TBD

**E-mail:** jbrooks9(@)luc.edu

**Mobile Phone:** (847) 894-4529

**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: 978-0133809374.



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*, *PR Week*, *PR Tactics*, *Public Relations Strategist* and *Forbes*.

**Course Description:**

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. 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 (300 points):

- + Attendance (27 classes x 1 point each; 27 total points)
- + Class participation (possible 10 pts.)
- + In-class assignments (10 assignments x possible 2 pts. each; possible 20 pts.)

- + Five quizzes on D2L (5 x 25 points each; possible 125 pts.)
- + News about PR (possible 50 points)
- + Mid-term paper (possible 50 points)
- + Final exam (possible 20 points)

### **Class attendance: 27 points**

Your attendance in this class is essential. You will receive 1 point for each class you attend, and you will receive ½ half 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 provide evidence to document excused absences to the instructor.

### **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 and in group discussions, 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, interaction with guest speakers and attendance. It is important to come to class prepared. Class participation points are awarded based on your participation and are determined by the instructor.

### **In-class assignments: 20 points**

Class periods will include lecture, group and general discussions, assignments, and reports. We will have in-class assignments several times during the semester, and they are to be turned in at the end of the class period in which the assignment is made. If you miss a class for any reason, in-class assignments cannot be made up.

### **Five quizzes: 125 points**

There will be five quizzes during the quarter, 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.**

### **News about PR: 50 points**

You will choose a partner in this class, and select a public relations topic/issue/concern from the news. You and your partner will write a brief paper (two pages, double spaced) summarizing and critiquing a recent example of public relations in the news. Examples of this could be news articles about an organization's public relations campaign, articles about the future of public relations, the results of recent public relations research (such as a survey or poll), or a current crisis in the news and the public relations aspect of the story. It is important that public relations plays a central role in the news articles you find. All teams will turn in one paper on a selected date. In addition, you and your teammate will make a brief presentation (approx. 5 minutes) to the class about your topic on a date you choose. An assignment sheet will be provided. **Late papers will not be accepted, and there will be no makeups for missed presentations.**

**Individual paper: 50 points**

Write an analysis of the public relations practices of an organization or public relations agency, based on your research of that organization. Sources for this could include the organization's website, articles, videos and social media, and personal interviews. An assignment sheet will be provided. ***Late papers will not be accepted, and there will be no makeups for missed presentations.***

**Final Exam: 20 points**

The final exam will be a combination of public relations concepts or case studies. It will be an open-book test and will test your knowledge of public relations.

**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, small group discussions, Q&A, case presentations and analysis, group work and occasional guest speakers who specialize in some facet of the public relations profession.

**Class schedule (subject to possible changes)**

- Jan. 13: Instructor and class introductions  
Course overview  
Chapter 1 – What is Public Relations?
- Jan. 15: Chapter 1 – What is Public Relations? (cont'd)  
Distribute and discuss News about PR assignment sheet  
Find teammates; deadline to sign-up for News about PR
- Jan. 20: Chapter 2 – Evolution of Public Relations  
News about PR presentation/paper schedule
- Jan. 22: Chapter 3 – Ethics and Professionalism  
Students name agency or organization for individual papers
- Jan. 27: Chapter 4 – Public Relations Departments and Firms  
News about PR presentations begin  
Post on list of individual papers
- Jan. 29: Chapter 5 – Research  
News about PR
- Feb. 1: First quiz on "Role" section due
- Feb. 3: Super Bowl discussion/class assignment  
News about PR
- Feb. 5: Chapter 6 – Program Planning  
News about PR

- Feb. 8: Individual paper due
- Feb. 10: **NO CLASS**
- Feb. 12: **Guest Speaker: Alison Bruder  
L.C. Williams and Associates**
- Feb. 17: Chapter 7 – Communication  
News about PR
- Feb. 19: Chapter 8 -- Evaluation  
News about PR
- Feb. 22: Second quiz on "Process" section due
- Feb. 24: Chapter 9 – Public Opinion and Persuasion  
News about PR
- Feb. 26: Chapter 10 – Conflict Management: Dealing with Issues, Risks and Crises  
News about PR
- March 3-5: **NO CLASS: Spring Break**
- March 10: Chapter 11 – Reaching Diverse Audiences  
News about PR
- March 12: Chapter 12 – Public Relations and the Law  
News about PR
- March 15: Third quiz on "Strategy" section due
- March 17: Chapter 13 – The Internet and Social Media  
News about PR
- March 19: **Guest speaker: Dustin Stender  
Cision**
- March 24: Chapter 14: Preparing Materials for Mass Media  
News about PR
- March 26: Chapter 15 – Radio and Television  
News about PR
- March 31: Chapter 16: Meetings and Events  
News about PR

- April 2: Chapter 17 – Corporations  
News about PR
- April 5: Fourth quiz on "Tactics" section due
- April 7: Chapter 18 – Entertainment, Sports and Tourism  
News about PR
- April 9: Chapter 19 – Politics and Government  
News about PR
- April 14: Chapter 20 -- Global Public Relations  
News about PR
- April 16: Chapter 21 -- Nonprofit, Health and Education
- April 20: Fifth quiz on "Application" section due
- April 21: Careers in Public Relations
- April 23: Resume' writing/cover letters

**April 28 Final exam, 1 p.m. to 3 p.m.**

**Final Grades/Point Totals**

A	280-300	C	220-229
A-	270-279	C-	210-219
B+	259-269	D+	200-209
B	249-258	D	190-199
B-	240-248	D-	180-189
C+	230-239	F	Below 180

**Policy Statements:**

**School of Communication Statement on Academic Integrity**

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;
- 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; 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 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. 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](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.) A complete description of the School of Communication Academic Integrity Policy can be found at

<http://www.luc.edu/soc/Policy.shtml>

### **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.