



LOYOLA
UNIVERSITY CHICAGO

Preparing people to lead extraordinary lives

COMM 210

Principals of Public Relations SPRING 2023

Jan 17 – May 5

**| Course Information | Grading | Assignments Calendar
| Policies | LUC Libraries | Special Assistance |**

Instructor: Missy Maher: 312-213-9802;
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Online Office hours: Email me. Very flexible.

Course Information

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 outside of public relations. Basic principles and theories are reviewed, and the communications planning process is examined. In addition, the student will learn basic public relations terms, tactics and different areas in the field. The course is intended to help students gain public relations knowledge, process and best practices when working as an

intern or entry level associate or incorporating into current/future employment.

Course Learning Objectives

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

- Understand what Public Relations is, how it works and how it's evolved
- Master knowledge of basic terms, concepts and principles of public relations
- Learn the differences between advertising and other marketing disciplines vs. public relations.

No Required Texts, this course is based on lectures and examples given.

Participants' role: Participants are expected to listen to lectures and turn in assignments on time; viewing/listening to weekly, online sessions are mandatory. It is the participant's responsibility to contact the instructor if s/he has questions about course content or assignments. Participants should plan to login to Sakai several times a week, to check for updates and instructor feedback. Group interaction and participation in discussion groups is key.

Instructors' role: I will respond to participants' questions in a timely manner (within 24 hours when possible – again, please email me at missy.maher@zenogroup.com, it's the quickest way to reach me) and will provide constructive feedback in the discussion groups. It is up to the student to check Announcements and Lesson plans to receive information and stay on track. Please note, I have a full-time job at the Zeno Group, sometimes flexibility is needed.

Grading (All based on 100 points)

Weighted:

- **Tests 25%**
- **Quizzes 20%**
- **Participation/Discussions 25%**
- **Assignments 20%**
- **Lower weighted assignments 5%**
- **Group check ins 5%**

Participation (Discussions, tests/quizzes, assignments) – you will not pass this class if you do not participate.

There will be a Discussion almost every week were everyone is expected to ask a question about the lecture.

Tests

There will be (2) tests and (2) quizzes to test the student's knowledge of concepts and practices presented in class (midterm and final, 2 quizzes before each). The tests will likely include multiple choice, T/F and short essay. Content will primarily be taken from Discussion questions and discussions. TBD homework will be assigned.

Course Changes

The instructor reserves the right to make changes in the course schedule and assignments. Regular participation in class is your best assurance of keeping up with any changes that may occur.

Grade Point System (Rounded up at .5 and up)			
A = 93-100	B = 83-86	C = 73-76	D = 63-66
A- = 90-92	B- = 80-82	C- = 70-72	D- = 60-62
B+ = 87-89	C+ = 77-79	D+ = 67-69	F = 59 and below

Grades will be posted on sakai.

COMM 210 Public Relations Class Schedule

The following is a working schedule. I will record classes for you to listen to via ZOOM or PANOPTO, I typically record or post recording on Sunday or Monday nights for the week.

Some important tips:

Why we work in groups. Group vs. Individual assignments.

Overall:

- FOLLOW DIRECTIONS, look at examples
- Submissions inline or in WORD – NOT A PDF
- Everything is based on 100 points
- Group vs. Individual assignments Lessons Tab will house all information and help keep you organized
- Learn to access Zoom Pro and Panopto
- Lectures post on Monday evening (usually)
- There is Pre-lecture and a “lecture” – you need to watch both if you want to do well in this class 😊

Writing + Participation + Assignments + Tests

- Write succinctly – I don’t have time nor want to read long paragraphs.

- Use creative subject lines. What is your headline(s) and what are the supporting points. I'll show you examples of great work.
- You will need to participate in our "class" via questions – more detail coming, but this is a key part of your grade. Questions are due Friday's at 5 <SEE RUBRIC>
- All quizzes and tests will be taken on time, if you have an exception – you must let me know a week in advance. If you "forget" – you get a big zero. I add points to lowest scores (e.g., highest score is 95 – everyone gets 5 extra points).

Misc.

- I do not give extra credit (ok, on tests I have a couple of EC questions...)
- If you need accommodations (sports, medical, unexpected) let me know before the second class ... unless it is unexpected

This class is pretty FUN!

READ THIS FOR ME: I am an adjunct professor. If you don't know what that means, it means that I work full time at Zeno Group. Sometimes I work 60+ hours a week...sometimes I have unexpected travel... sometimes I have REALLY whacked out deadlines to meet. So, give me some grace. I have not had it get in the way too much BUT there have been a couple scenarios where I'm late to grade or post a lecture. Oh, and as a side gig, I have 4 kids.

IF YOU WOULD LIKE TO VISIT THE ZENO OFFICES, WE CAN ARRANGE A MEETING!

Week 1	LIVE LECTURE (not mandatory, PLEASE TRY TO JOIN) this one will be on Tues. @ 7:00 p.m.
w/o 1/17	Course Introduction & Overview
TUESDAY 7-8 PM	<p>GROUPS WILL BE ASSIGNED</p> <p>Schedule a group meeting with Missy (Email coming on time slots)</p> <p>This is not due before class:</p> <p>DISCUSSION: "Twitter" Bio (INDIVIDUAL ASSIGNMENT)</p> <p>ASSIGNMENT: What is the diff btw PR and Advertising in 2 sentences - no wrong answers this time! (INDIVIDUAL ASSIGNMENT)</p> <p>ASSIGNMENT: What is your group's plan to meet and connect? (GROUP ASSIGNMENT AND TO BE DISCUSSED DURING GROUP MEET UP)</p> <p>ASSIGNMENT: Schedule Group Meet Up</p>

DISCUSSION: What is your Shark Tank product? (GROUP ASSIGNMENT)

L = Lecture

Week 2
w/o 1/23

L1: What is PR + Careers in PR

DISCUSSION: Submit question from lecture, respond to 2 other questions

GROUP MEET UP WITH MISSY (on Zoom) – I will send timeslots

Week 3
w/o 1/30

L2: Objectives, Strategies, Creative

DISCUSSION: Submit question from lecture, respond to 2 other questions

DISCUSSION: Give an example of unusual CPG news (GROUP ASSIGNMENT)

ASSIGNMENT: What Serta idea did you like best? (GROUP ASSIGNMENT)

**ASSIGNMENT: GROUP CHECK IN #1 (INDIVIDUAL)
STUDY FOR QUIZ**

Week 4
w/o 2/6

L3: Mass Media + Journalists + Bloggers

DISCUSSION: Submit question from lecture, respond to 2 other questions

DISCUSSION: Bologna Face Mask (GROUP ASSIGNMENT)

ASSIGNMENT: Write key messages and a pitch letter (GROUP ASSIGNMENT)

QUIZ BASED ON QUESTIONS LECTURE 1+2 (INDIVIDUAL)

Week 5
w/o 2/13

L4: Broadcast Media from Expert Katie Cwayna

DISCUSSION: Submit question from lecture, respond to 2 other questions

DISCUSSION: Grey Poupon (GROUP ASSIGNMENT)

ASSIGNMENT: Reader (NO REVISION)

OPTIONAL ASSIGNMENT: Revise pitch letter (GROUP ASSIGNMENT)

Week 6
w/o 2/20

L5: Writing Press Releases, Spokespeople + More

DISCUSSION: Submit question from lecture, respond to 2 other questions

ASSIGNMENT: Find a Press Release (GROUP ASSIGNMENT)

ASSIGNMENT: Write a headline and sub-headline (Shark Tank) (GROUP ASSIGNMENT)

**ASSIGNMENT: GROUP CHECK IN #2 (INDIVIDUAL)
STUDY FOR MIDTERM**

<p>Week 7 w/o 2/27</p>	<p>Midterm Exam (can take Mon-Fri, 2-hour timed exam) (Include information through week 6) Schedule group meet up with Missy (Email coming on time slots)</p>
<p>Week 8 w/o 3/06</p>	<p>NO CLASS SPRING BREAK!</p>
<p>Week 9 w/o 3/13</p>	<p>L6: Influencers (Kelsey LaRose) DISCUSSION: Submit question from lecture, Respond to 2 other questions ASSIGNMENT: Find an Influencer (Power Middle) GROUP MEET UP WITH MISSY (On Zoom)</p>
<p>Week 10 w/o 3/20</p>	<p>L7: B2B PR (Rachel Mihulka) DISCUSSION: Submit question from lecture, respond to 2 other questions STUDY FOR QUIZ</p>
<p>Week 11 w/o 3/27</p>	<p>L8: Crisis Management (Alissa O'Donnell) DISCUSSION: Submit question from lecture, respond to 2 other questions ASSIGNMENT: Evaluate the Chris Rock/Will Smith crisis (GROUP) QUIZ BASED ON LECTURE 9 + 10 (INDIVIDUAL)</p>
<p>Week 12 w/o 4/3</p>	<p>L9: Sports and Entertainment (Neil DeVries) DISCUSSION: Submit question from lecture, respond to 2 other questions ASSIGNMENT: TBD Super Bowl assignment</p>
<p>Week 13 w/o 4/10</p>	<p>NO CLASS EASTER + Missy out of town!</p>
<p>Week 14 w/0 4/17</p>	<p>L10: DE+I (Andrea Richardson) DISCUSSION: Submit question from lecture, respond to 2 other questions DISCUSSION: What is nailing inclusivity in an authentic way? (GROUP) Schedule group meet up with Missy (Email coming on time slots)</p>
<p>Week 15</p>	<p>L11: Presentations (Missy) + Miss(y) Manners</p>

w/o 4/24

DISCUSSION: Submit question from lecture, respond to 2 other questions

GROUP MEET UP WITH MISSY (on Zoom)

Week 16

Final Exam (can take Mon-Fri, 2-hour timed exam)

w/o 5/1

Only includes information from lectures post-midterm

Course Policies

Assignments Policy: (1) Unless otherwise announced, all assignments must be posted in Sakai by the end of the day (midnight) of the due date. Sakai provides a date and time stamp for all posted materials. You will be penalized points, for assignments posted after the due date. (2) Assignments are due by class time, unless otherwise noted in the assignments calendar. Late assignments will be accepted but a grade penalty will be assessed for each day the assignment is late. Again, if there is an unavoidable problem getting an assignment in on time, please notify me.

Academic Integrity Policy: Loyola University Chicago takes seriously the issues of plagiarism and academic integrity. Below is an excerpt of the university's statement on integrity. For more information about Loyola's policy on integrity, check online at: http://www.luc.edu/academics/catalog/undergrad/reg_academic_integrity.shtml

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

1. Material copied from a published source: print, internet, CD-ROM, audio, video, etc.
2. Another person's unpublished work or examination material.
3. Allowing another or paying another to write or research a paper for one's own benefit.
4. Purchasing, acquiring, and using for course credit a pre-written paper.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. (taken directly from: http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)

Class Conduct Policy: Always be respectful in your interactions with your classmates and instructor. Please respect other ideas and opinions and the rights of others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (gendered, racial or ethnic) comments, especially comments directed at a classmate.

Receiving Assistance: Students are urged to contact me should they have questions concerning course materials and procedures. If you have a disability or any other special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me early in the semester so that arrangements can be made with Services for Students with Disabilities (SSWD) (<http://www.luc.edu/sswd/>).

Statement of Intent: By remaining in this course, students are agreeing to accept this syllabus as a contract and to abide by the guidelines outlined in this document.

Recordings: In this class software will be used to record live class discussions. As a student in this class, your participation in live class discussions will be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule). Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor.

The use of all video recordings will be in keeping with the University Privacy Statement shown below:

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the

instructor may be retained by the instructor only for individual use.