

**COMM 210: Principals of Public Relations**  
**Spring 2014**  
**Course Syllabus**  
**Wednesday 7-9:30 p.m., LT 900, (51 East Pearson)**

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*Required Texts:*

- Wilcox, Cameron, Reber, Shin; *Think Public Relation*; Pearson, ISBN# 13: 9780205857258
- The *Associated Press Stylebook*
- Additional readings will also be provided or recommended by the instructor in class.

*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:*

1. Familiarize students with the basic terms, concepts and principles of public relations
2. Expose the student to strategies and tools of public relations
3. 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.

*Course Outline:*

COMM 210 is designed to provide an overview of public relations and also to develop hands-on PR skills. It is a prerequisite for upper level PR courses and includes these elements and grade weightings:

*Class Participation: 10%*

Class participation does not just mean attending classes, it means taking part regularly in class discussions, volunteering solutions & ideas, and actively participating in group or individual exercises. It is important to come to class prepared, having read the assigned readings and ready to discuss them and answer questions pertaining to the readings. Expect pop quizzes 3-5 questions based on the readings. Be sure to speak up in class. Share your ideas, questions and point of view with the class. Discussion and debate are ways of assuring your understanding and can add valuable perspective. Let's have a dialog, not a lecture. Participation, class contribution and quizzes will account for 10% of your final grade.

### ***Individual Written Assignments: 20%***

There are several written assignments, each designed to expose the student to the public relations process. Some assignments may be completed in class; others will be assigned as homework. If you are absent from class it is your responsibility to get the assignment from another student. Written assignments will be due the following class session unless otherwise indicated. They account for 20% of your grade.

### ***Group Project: 30%***

You will also have a group project. You will choose a team and develop a public relations plan to address a real client's communication needs. Specific project details will be provided separately in class. The group project represents 30% of your grade.

Please remember that in public relations you are frequently writing to a professional audience. Structure your writing style accordingly. Content, quality, persuasiveness and neatness count. Use spell-check. Papers containing typos, errors grammar and punctuation will be downgraded. Check your facts and proofread your work.

### ***Tests: 40%***

There will be two tests: a mid-term and a final. The mid-term will test the student's knowledge of concepts and practices presented in class and the readings during the first half of the semester. The test will likely include multiple choice and short essay. The mid-term will count for 20% of the final grade.

The final exam will test the student's concepts and practices presented during the second half of the semester and applied knowledge over the entire course. It will likely include multiple choice & short essay questions. The final will account for 20% of the final grade.

### ***Course Changes:***

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.

### ***Attendance:***

The instructor does not recommend missing any class sessions as in-class exercises or homework could be given in your absence. Making up the missed work may not be possible. If you have to miss a class, make arrangements to get any assignment from other students and complete it for the date it is due. Absences on the day of a test will not be acceptable. If you must be absent one those days you must contact the instructor in advance. You will be required to present medical or other emergency/official documentation explaining your absence before you will be permitted to make up the exam.

### ***Original Work:***

Originality is the hallmark of the public relations industry. Anyone caught plagiarizing in this class will receive a grade of "F" for the assignment. Be aware of the strong university sanctions against plagiarism. Consult the *School of Communication Statement on Academic Integrity* for more information (attached).

### ***Deadlines:***

Public relations professionals always meet deadlines. Assignments are due in class. Late assignments will not be accepted. If you must miss a class your assignment still must arrive on time.

### ***Grading Scale***

A	93-100	A-	90-92
B+	87-89	B	83-86
B-	80-82	C+	77-79
C	73-76	C-	70-72
D+	67-69	D	64-66
F	below 64		

### ***Classroom Manners:***

Turn off cell phones and keep them in your bag. Laptops are welcome for notes and coursework, not entertainment. Be respectful of fellow students and be in your seat when class begins. Hold side conversations outside the classroom.

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

- Attend class. If the instructor talks about it during class it must have some significance.
- Read the text. If something is not clear ask about it in class.
- Proof and edit your work. Re-write, edit, and edit again. Follow AP style. Use spell check. An innocent typo can make you 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.

## ***COMM 210 Public Relations Class Schedule***

The following is a “working” schedule. It is likely that changes will be made during the semester and announced in class. Besides the text, additional readings and assignments may be handed out in class.

<b><i>Week of</i></b>	<b><i>Subject, Readings &amp; Assignments</i></b>
Week 1, Jan. 15	Course Introduction & Overview Introduction to Public Relations Readings: Chapter 1 Assignment: Write Resume
Week 2, Jan. 22	Careers & Growth of Public Relations Readings: Chapter 2, 3 Feedback on resume
Week 3, Jan. 29	Today's Practice & Research & Planning Readings: Chapter 4, 5 Assignment: Super Bowl (Due Feb 5 <sup>th</sup> )
Week 4, Feb. 5	Communication & Measurement and Public Opinion & Persuasion Readings: Chapter 6, 7

	Super Bowl assignment due
Week 5, Feb. 12	The Mass Media Readings: Chapter 11 Assignment: Create a Media List and Blogger Recommendation
Week 6, Feb. 19	The Internet and Social Media Readings: Chapter 12 Develop: Media List and Blogger Recommendation due
Week 7, Feb. 26	Midterm Exam Feb. 28 (chapters listed above) 1:1 Discussions Assignment: Crisis Situation
Week 8, Mar. 5	SPRING BREAK -- NO CLASSES
Week 9, Mar. 12	Conflict Management & Crises Readings: Chapter 8 Guest Lecturer: Andy Liuzzi, Senior Vice President Crisis and Issues Management (Edelman) Develop: Crisis Situation due
Week 10, Mar. 19	Global PR and Corporate PR Readings: Chapter 14, 15 Assignment: Write pitch email and one other “announcement”
Week 11, Mar. 26	Events and Promotions and Entertainment, Sports & Tourism Readings: Chapter 13, 16 Develop: Pitch due Assignment: Write an ekit
Week 12, April 2	Government and Politics Readings: Chapter 17 Time for project
Week 13, April 9	Ethics and the Law & Reaching Diverse Audiences Readings: Chapter 9, 10 Develop: Ekit due Time for project
Week 14, April 16	Nonprofits, Health & Education Readings: Chapter 18
Week 15, April 23	Client Project Due Review for final
Final Exam, April 30	Final Exam

### ***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.)*