

Loyola University Chicago
COMM 210 Principles of Public Relations
Spring 2018
Tuesday & Thursday 1:00 – 2:15 p.m.
Corboy Law Center Room L08
Instructor: Alix Salyers
Office Hours: **TBD** and By Appointment
312/310-5412 (mobile)
asalyers@luc.edu

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

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.

IMPORTANT: You are responsible for knowing the content of the syllabus. The rules and regulations apply, whether you have reviewed them or not. You should also check SAKAI each week and before each class (under "Announcements") to keep up with assignments/any changes to schedule.

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

Class grades are NOT simply an average of all grades entered throughout the semester. As detailed below, and discussed in the first class of the year, grades are determined as follows.

Assignments, Tests and Class Participation (Attendance) are **weighted**.

- Assignments are worth **50% of your grade**
- Tests – Midterm and Final Exam – are worth **30% of your grade**
- Attendance is worth **20% of your grade**

The breakdown of final grades are listed below.

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
- Topic Outline - Choose groups and semester topic
- Target Audiences/Audience Analysis
- Conduct initial research
- Outline PR Plan – Objectives – Strategies – Tactics
- Key Messages
- Conflicts & Issues
- Outline Measurement Strategy
- Define Media & Social strategy
- Write Press Release
- Final Plan & Presentation

All assignments graded based on quality as well as timeliness.

CLASS PARTICIPATION & PROFESSIONALISM – 20%

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

Class participation is an important component of your grade. This consists of regular attendance and meaningful contributions in class. Contributions are especially important for other people's speeches.

It's also very important to listen supportively when others are presenting. You'll be marked down if you're doing other work, or if you're on your phone, or if you're studying your own notes.

Irregular attendance and inattention can result in your final grade being lowered.

The following behaviors will negatively impact your participation grade:

- Coming in late (Everyone gets one free late; after that, it counts).
- Leaving during class (unless it is for an authorized medical reason; you must bring in the documentation from SSWD by Week Two).
- Looking at your computer/cell phone, using your laptop, or doing other work during class.

Schedule

Week One: 1/16 & 1/18

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 1/18

Week Two: 1/23 & 1/25

Chapter 3: The Growth of the Profession

Chapter 4: Today's Practice

Assignment: Assign Groups 1/23; Choose Topic for Semester 1/25 - Group Time will be given in class

Week Three: 1/30 & 2/1

Chapter 5: Research and Campaign Planning

Finalize semester topics

Assignment: Topic Research and Topic Direction; Outline PR Plan Due: 2/6

Week Four: 2/6 & 2/8

Chapter 6: Communication and Measurement

Chapter 10: Reaching Diverse Audiences

Assignment: Define Target Audiences for Plan Due: 2/13

Assignment: Outline Refined Objectives, Strategies and Tactics Due: 2/15

Week Five: 2/13 & 2/15

Chapter 7: Public Opinion and Persuasion

Assignment: Outline Key Messages Due: 2/20

Week Six: 2/20 & 2/22

Chapter 8: Managing Competition and Conflict

Assignment: Identify Potential Conflicts and Issues Due: 2/27

Week Seven: 2/27 & 3/1

Chapter 11: The Mass Media

Week Eight: 3/6 & 3/8 NO CLASS SPRING BREAK

Week Nine: 3/13 & 3/15

Chapter 12: The Internet and Social Media

Assignment: Develop Media Strategy (Integrated Traditional and Social Program); Assignment: Outline Initial Measurement Strategy Due: 3/27

Week Ten: 3/20 & 3/22

Chapter 13 & 9: Events & Promotions; Ethics and the Law

MIDTERM EXAM: Multiple Choice & T/F 3/22 CH 1-8; 10-13

Week Eleven: 3/27 & 3/29

Deck Only: Writing the News Release

Assignment: First Draft of News Release due 4/3

Chapter 14: Global Public Relations

NO Assignment: Team Work Time and Instructor Support

Week Twelve: 4/3 & 4/5

Chapter 15: Corporate Public Relations

NO Assignment: Team Work Time

Week Thirteen: 4/10 & 4/12

NO Assignment: Team Work Time/Plan Consolidation and Instructor Support

Week Fourteen: 4/17 & 4/19

NO Assignment: Team Work Time/Plan Consolidation and Instructor Support

Week Fifteen: 4/24 & 4/26

Assignment: Final Program Press Release Due; Final Plan Presentations: 4/24 - Team 1, 2 & 3; 4/26 - Team 4 & 5

Week Sixteen: FINAL EXAM: Multiple Choice & T/F - Friday, May 4, 1-3 p.m. CH 9, 13, 14, 15 & PRESS RELEASE DECK