

**COMM 210 Principles of Public Relations
Spring 2018**

MoWeFr 11:30AM - 12:20PM Corboy Law Center - Room 302

Instructor: Dr. Chris Yim

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223E, School of Communication

*Office Hours: Monday and Wednesday 1:00 to 2:30 pm by online appointment only

*As the saying goes,
"if you only have
A hammer in your
toolbox, you will treat
everything like a nail."*

1. Course Description

- a. This is an introductory course designed to lead students to understand the role of PR in relations to society.
- b. By exploring the past, current and future of PR, students will understand the theories and their reflection into real practices. For those considering a career in PR, this course will get students familiar with real-world experiences.
- c. Topics include public relations definition, public opinion, PR writings, PR campaign planning, issue and crisis management, professional roles and ethical responsibilities.

2. Course Objectives

- a. To explore how public relations can play a vital role in accomplishing organizational business and communication objectives.
- b. To understand keys to communicating and establishing relationships with diverse publics.
- c. To exercise hands-on experience leveraging strategies and tactics to resolve issues and create values

3. Reference books and course materials

a. THINKPR by Dennis L. Wilcox Publisher: Pearson

Print ISBN: 9780205857258, 0205857256

eText ISBN: 9780205912742, 0205912745

b. This is PR The Realities of Public Relations 8th Edition

by Doug Newsom Judy Turk Dean Kruckeberg

ISBN-13: 978-0534562632

ISBN-10: 0534562639

c. Associated Press Stylebook Recent Edition

; print edition, online subscription and mobile app are available through <https://www.apstylebook.com/>.

d. Class materials will be posted in advance or after class on Sakai.

It does not mean the material is treated as a substitute for class attendance.

To make the assignments, quiz and final exam successful, please read reference books before class and revisit course materials.

4. Class Principles

- a. Not permitted to use electronic devices including cellphone and laptop during the class
- b. Attend on time: any unexcused late arrivals and absences will result in a lower participation grade.
- c. Meet deadlines: any work turned in after the deadline will receive one letter grade reduction for each week it is late, even if by one day.
- d. Quiz: no makeup, no retaking opportunities. Absence on quiz date is given zero point.
- e. No plagiarism and respect academic integrity: plagiarism will result in an automatic failure in this course. Further information, refer to at: <http://www.luc.edu/soc/Policy.shtml>.
- f. Special needs: Please give me written notice in the first week of class about any medical or other conditions that may interfere with your individual performance. Further information, refer to <http://www.luc.edu/sswd/index.shtml>
- g. Attendance: If you will be absent, please contact the instructor in advance. You will be required to present medical or other emergency official documents explaining your absence to receive your participation credit.

5. Grade Guideline

- a. Class engagement: 20%
- b. Class reflection, PR writing assignment & quiz: 50%
: ***no midterm exam, but 10 missions should be completed to get 50% of total points.***
- c. Final Exam: 30%

*The specific guideline will be offered on Sakai before each deadline

6. Written Assignments

Point deduction reasons:

- a. Grammar and writing errors: misspelled words, incomplete sentences or sentences that are poorly written, and factual errors
- b. Overall structure of contents and writing style: no strong reasons for your arguments
- c. Refer to writing style guide: The Associated Press Stylebook

7. Course Schedule

- a. Course schedule and assignment topics are subject to change.
- b. Please refer to the specific guidelines on Sakai on daily basis.

<i>Dates</i>	<i>Subjects</i>	<i>Assignment and Quiz</i>
WEEK 1 Jan. 17/ 19	What is PR? Introduction to course, syllabus review	1. Upload one image that reflects who you are, and what PR means to you on Sakai Blog Site
WEEK 2 Jan. 22, 24, 26	The origins and evolution Public Relations Jan.22, 2018 Last day to withdraw without a mark of "W"	2.Select one of the PR success stories that legendary figures in history, and bring your own reflection into 21th century
WEEK 3 Jan.29, 31, Feb 2	Career Paths in Public Relations PR ethics Guest Speaker (TBD)	3. Elaborate PR role and responsibility reflecting your future
WEEK 4 Feb.5,7, 9	Publics and Public Opinion The role of PR and its influence on public opinion forming process	4. Bring company or brand stories (success or failure cases) to reflect persuasion and influence in social media and explain why in 250 words
WEEK 5 12, 14, 16	Persuasion & Social influence	5. Quiz 1 on Feb. 16 (Friday)
WEEK 6 19, 21,23	What makes news: Press release & feature writings	6.Press release writing 400 words
WEEK 7 Feb 26, 28, Mar.2	Media list and story angle development CISION quest speaker	
WEEK 8 Mar.5 to 10	Spring Break: No class	
WEEK 9 Mar.12,14,16	PR tactics: channel and media Press conference simulation	7. Group Task Mock press conference @Studio 100
WEEK 10 Mar.19, 21,23	Advanced PR (1) <ul style="list-style-type: none"> • Global PR • Issue and Crisis Communication 	

WEEK 11 Mar. 26, 28 <i>Easter Holiday Mar. 29 ~ Apr.2</i>	Advanced PR (2) <ul style="list-style-type: none"> PR campaign: research and actionable insight 	<i>8. Quiz 2 on Mar. 26 (Monday)</i>
WEEK 12 Apr. 4, 6	<i>Guest Speaker –Research</i>	9. Group Task TOWS Analysis and Insight suggestion
WEEK 13 Apr. 9, 11,13	Advanced PR (3) <ul style="list-style-type: none"> Marketing PR 	
WEEK 14 Apr. 16,18, 20	Group discussion	<i>FALL SEMESTER RESIGRATION BEGINS</i>
WEEK 15 23, 25, 27	GROUP PRESENTATION Wrap up	10. Group Task
<i>Final Exam</i>	<i>As scheduled as School of Communication</i>	

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