



COMM210-203: Principles of Public Relations Spring 2018

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| Class dates | Thursdays, January 18 to May 3 |
| Time | 7pm-9:30pm |
| Location | Maguire 340 |
| Instructor | Ron Iori |
| Office hours | By appointment |
| Email | riori@luc.edu |
| Phone | 313.529.2446; text or call |
| Text #1 | THINK Public Relations by Wilcox |
| Text #2 | AP Stylebook |

Course Overview

This course is the introductory course to Public Relations. It examines the basics of PR – media relations, new media, ethics, metrics, press releases and media pitches, global PR and events. It also introduces students to several specialized PR areas, such as entertainment, nonprofits, sports, health, education and government.

These topics will be explored through readings, videos, lectures, class discussions, and guest speakers, who will provide first-hand experiences in Public Relations. You will also have opportunities to apply practical communication skills through discussion, a written assignment and a team project.

Student Outcomes

At the end of this course, students will have the basic information to use PR tools, understand various approaches to PR and conduct PR campaigns. Students will learn the most effective uses of traditional media and new media, as well as the distinctions between marketing communications/advertising/journalism and corporate communications. Students will also learn PR on a global scale and in specialized industries. Most importantly, students will be taught with a strong focus on and sense of ethics. Students should be able to use what they learn from this class as a foundation for PR careers or, if not a PR major, as an aid in understanding how others use PR.

Course Requirements

You are required:

- To attend, be present (i.e. bring your brain) and not get distracted.
- To participate.
- To be a team player in your groups and contribute your share.
- To complete the readings and watch any videos or read any articles assigned.
- To treat your classmates with respect.

Textbooks, Other Reading, Videos

There are two texts, both of which are available in the bookstore:

1. THINK Public Relations by Dennis Wilcox will be our main text.
2. Associated Press Stylebook. We will follow AP style in our writing in this class.

Some weeks, students will be assigned additional reading from public relations and business-oriented publications as well as management consultants' reports, blogs, case studies and other sources. Students might also receive links to videos that they are expected to watch and should be prepared to discuss. You should check Sakai Lessons each week to see what has been posted to read or watch; postings will be added during the semester.

Class Attendance/Participation

Your success in this course will depend heavily on your attendance and participation. You are expected to be present for every meeting of the course; because we only meet once a week, missing one class is like missing a week of classes. If you are unable to attend a class or will be late for a class, notify the instructor in advance. Missing more than 1 class for unexcused reasons will affect your grade. Arriving more than 10 minutes late will count as a missed class. No weather-related, shuttle-induced, mass transportation-caused excuses. Allow extra time; you are commuting during rush hour

Class Etiquette

Laptops, cell phones or other electronic devices should only be used for class reasons, such as note-taking or research. Please refrain from personal use, such as surfing the web, posting on social media, shopping or playing games.

Groups

You will be asked to form 5 groups of 3 students, subject to the final number of students in the class, to work on an events project described below. Please form your groups and turn in a list of names in the 1st class.

Projects

- A. Press release/pitch individual assignment (*March 1 class*)
Students will receive the facts and background for this assignment on February 15. You will be asked to develop a compelling press release and a media pitch based on these facts and background. You will turn them in at the beginning of the March 1 class and we will spend that class discussing them.
- B. Group events project (*April 5 class*)
Each group will select a product or issue that requires the support of an event as part of an overall communication strategy. Each group will be asked to explain the product or issue and develop a comprehensive plan for an event. The event should be structured to deliver key messages in support of the product, issue or topic. Groups must submit their product or issue in writing with a 100-word explanation on March 22. Develop a 20-minute PowerPoint for April 5.

Grading

Grading will be on a letter basis, with plus and minus gradations except D and F; no A+. (A, A-, B+, B, B-, C+, C, C-, D, F). Here is a breakdown of the weightings:

- Press release/pitch assignment—20%
- Group events project—25%
- Final—40%
- Class participation—15%

You will be graded on:

1. Thoroughness
2. Following directions
3. Clarity of ideas
4. Innovation
5. For events group project: Presentation skills and error-free presentations
6. For individual project: Writing, following AP style and error-free

Each assignment/test will be graded on a 0-100 scale and students will receive a letter grade corresponding to the following ranges:

A: 100-94
A-: 93-90
B+: 89-88
B: 87-83
B-: 82-80
C+ 79-78
C: 77-73
C-: 72-70
D: 69-60
F: 59-0

Late assignments

You will be required in your professional careers to meet deadlines. The same holds true for this class. Late assignments will not be tolerated and will receive an F, with no chance for makeup or extra credit. An assignment is late if you do not turn it in at the beginning of class or deliver it to me in the manner and time requested.

Proofreading assignments

All class work and projects should be free of typos, misspellings and grammatical errors. Proof your work (or, even better, have someone else do it). Assignments with errors will receive a lower grade than those without errors.

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.

Academic Honesty

A basic mission of a university is to search for and to communicate the 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
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process

Students who commit an act of plagiarism, whether deliberately or accidentally, will still be held responsible. Ignorance of academic rules, or failure to fact check work, sources and citations, is not an acceptable defense against the charge of plagiarism. 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 the following:

- Submitting as one's own material copied from a published source, such as print, Internet, 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 without the expressed prior permission of all instructors. A student who submits the same work for credit in two or more classes without the expressed prior permission of all instructors 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 chairperson of the department involved, and to the Dean of the School of Communication.

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 .

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.

Planned class schedule (COMM210; Spring 2018)

This syllabus and class schedule are subject to change

- 1. January 18, 2018:** Course overview, review of syllabus; Introduction to PR
Readings (due for this class): Chapters 1,2
- 2. January 25:** PR's growth and PR today
Readings: Chapters 3,4

3. February 1: Research, planning and measurement

Readings: Chapters 5, 6

4. February 8: Public opinion, audience analysis

Readings: Chapters 7, 10

5. February 15: Mass media and digital media

Readings: Chapters 11,12

Situation for press release/pitch assignment will be distributed.

6. February 22: Conflicts and crisis

Readings: Chapter 8

7. March 1: Press releases and pitches: Discussion

Readings: NONE

Press release/pitch assignment due in hard copy at beginning of class. Make enough copies so that each student gets one. We will spend the class discussing them.

Week of March 5: SPRING BREAK; NO CLASS

8. March 15: Events and promotion

Readings: Chapter 13

9. March 22: Global Public Relations

Readings: Chapter 14

Group events projects: Groups must submit their product, issue or topic in hard copy at the beginning of class. We will review and I will approve or modify them in class.

10. March 29: Corporate PR and Marketing Communications

Readings: Chapter 15

11. April 5: Group events projects presented

Readings: NONE

12. April 12: Entertainment, Sports, Tourism, Nonprofit, Health, and Education

Readings: Chapters 16, 18

13. April 19: Government and politics; Guest speaker

Readings: Chapter 17

14. April 26: Ethics

Readings: Chapter 9

15. May 3: FINAL