



**LOYOLA**  
UNIVERSITY CHICAGO

*Preparing people to lead extraordinary lives*

## **COMM 210**

### **Principals of Public Relations Spring 2019**

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

---

**Instructor:** Missy Maher: 312-213-9802;  
[missy.maher@zenogroup.com](mailto:missy.maher@zenogroup.com) USE THIS EMAIL PLEASE

mmaher6@luc.edu

**Online Office hours:** Flexible including weekends, set up through email

### **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 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. 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 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
- Understand strategies and tools of public relations through assignments
- Take initial steps in developing communications plan

*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 is 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 forums is key.

**Instructors' role:** I will respond to participants' questions in a timely manner (within 24-48 hours when possible – again, please email me at [missy.maher@zenogroup.com](mailto:missy.maher@zenogroup.com), it's the quickest way to reach me) and will provide constructive feedback on assignments. You can also call me at the number above or set up an appointment. General questions about the course content or materials should be posted within the course so other students may benefit from them.

## Grading (All based on points)

**Participation (homework, forums) – you will not pass this class if you do not participate.**

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

### Tests

There will be (2) tests to test the student's knowledge of concepts and practices presented in class (midterm and final). The test will likely include multiple choice, T/F and short essay. Some of the content will be taken from Forum questions and discussions.

### 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.

<b>Grade Point System</b> (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

Each assignment and, test will be given a rubric point scale. 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, I typically record on Sunday or

Monday nights for the week. There are 3 action items that will call for your participation.

- You will always need to post a question about the lecture on the forum
- You will always need to respond to at least one other student's assignment that will be posted to the forum
- There may be 1:1 assignments where I will respond to you directly.

Live classes are week of 1/14, all lectures will run through ZOOM.

<b>Week 1</b> w/o 1/14	<b>Course Introduction &amp; Overview</b> <b>Assignment: SAKAI:</b> What is PR? - no wrong answers this time! <b>Assignment: FORUM:</b> "Twitter" Bio
<b>Week 2</b> w/o 1/21	<b>What is PR + Careers in PR</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 3</b> w/o 1/28	<b>Objectives, Strategies, Creative</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 4</b> w/o 2/4	<b>Mass Media + Journalists + Bloggers</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 5</b> w/o 2/11	<b>Writing Press Releases, Pitch Letters, Fact Sheets</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 6</b> w/o 2/18	<b>Other Tactical Executions including Spokesperson, Visuals/Photos</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 7</b> w/o 2/25	<b>Live Lecture – questions and discussion, prepare for Midterm</b>
<b>Week 8</b> w/o 3/4	<b>NO LECTURE Live lecture – questions and discussion</b>
<b>Week 9</b> w/o 3/11	<b>Midterm – on line, Sakai (can take Mon-Fri, 2-hour timed exam)</b>

<b>Week 10</b> w/o 3/18	<b>Social Media's Role (Guest)</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 11</b> w/o 3/25	<b>Consumer PR (Missy)</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 12</b> w/o 4/1	<b>Healthcare PR (Guest)</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 13</b> w/o 4/8	<b>B2B PR (Guest)</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 14</b> w/o 4/15	<b>Crisis Management (Guest)</b> <b>Assignment FORUM:</b> Submit question from lecture (submit on forum – read and comment on others)
<b>Week 15</b> w/o 4/22	<b>Live lecture and discussion</b>
<b>Week 16</b> w/o 4/29	<b>Final Exam (can take Mon-Fri, 2-hour timed exam)</b>

---

## Course Policies

**Attendance policy:** All synchronous sessions are required. If for some reason you cannot attend one of the weekly sessions, please notify me PRIOR TO THE CLASS.

**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](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](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.