COMM 210 Principles of Public Relations  
Spring 2019  

Thursday 7:00 – 9:30 PM  
SoC013  

Instructor: Dr. Chris Yim  
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211, School of Communication  
*Office Hours: Mon/Wed 2:40 to 4:00 pm by online appointment only  

1. Course Description  

a. This is an introductory course to lead students to understand the role of PR in relations with society.  
b. By exploring the past, current, and future of PR, students will understand the theories and their reflection into real practices.  
c. Topics include the definition of public relations, PR ethics, Media Relations, PR writings, PR campaign planning, and crisis management.  

2. Course Objectives  

a. To explore how public relations play a vital role in accomplishing the business and communication objectives  
b. To understand how organizations establish relationships and make a dialogue with diverse publics  
c. To understand the fundamental concepts and exercise hands-on experiences leveraging PR strategies and tactics  

3. Required Textbooks and Course materials  

a. THINK PR by Dennis L. Wilcox et al. Publisher: Pearson  
Print ISBN: 9780205857258, 0205857256  
eText ISBN: 9780205912742, 0205912745  

b. 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.  

5. Grade Guideline  

a. Attendance :10%  
b. In-class group activity participation : 20%  
c. Quizzes : 20%  
d. Individual Press Release Writing :10 %  
e. Group Assignment: 20%  
f. Final Group Presentation: 20%
*Performance Evaluation and Grading
100-93% = A  92-90% = A-  89-88% = B+  87-83% = B  82-80% = B-  79-78% = C+
77-73% = C  72-70% = C-  69-68% = D+  67-63% = D  62-60% = D-  59% <= F

4. Class Principles
   a. Not permitted to use 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. Quizzes: 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 https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.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 performance. Further information, refer to http://www.luc.edu/sswd/index.shtml
   g. Attendance: If you are 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.

6. Assignments - point deduction reasons:
   a. Grammar and writing errors: misspelled words, incomplete sentences or sentences that are poorly written, and factual errors.
   b. The overall structure of contents and writing style
   c. No solid rationale to support your arguments
   d. Refer to the writing style guide: The Associated Press Stylebook

7. Course Schedule
   *Course schedule and assignment topics are subject to change.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Subjects</th>
<th>Assignments and Quizzes</th>
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<tbody>
<tr>
<td>WEEK 1</td>
<td>Introduction to course and syllabus review</td>
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<td>Jan. 17</td>
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<td>WEEK 2</td>
<td>Reading Chapter 1 /2 What is PR? Career Paths in Public Relations</td>
<td>Last day to withdraw without a mark of &quot;W&quot; (Jan.22, 2018)</td>
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<td>Jan. 24</td>
<td>PR, KEY CONCEPTS</td>
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<td>PR ETHICS</td>
<td>Reading Chapter 9 PR Ethics Group exercise 1</td>
<td>Summer registration begins. Feb.11</td>
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<td>Jan.31</td>
<td>Reading Chapter 3 / 4 Brief History Types of Public Relations</td>
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<td>Feb.7</td>
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| WEEK 5  
Feb.14  
MEDIA  
RELATIONS | Reading Chapter 11.  
The mass media  
Media Relations  
Press release writings  
Media list and story angle development | Individual Assignment 1  
1st draft  
Press release writing due Feb 20  
Final press release submission due Feb. 27 |
|-----------|-------------------------------------------------|-------------------------------------------------|
| WEEK 6  
Feb.21 | Interview simulation  
Press conference  
Group exercise 2 | Group assignment 2  
Top 5 Media list and story angle development due Feb.22 |
| WEEK 7  
Feb.28 | Reading Chapter 7.  
Public and Public Opinion Related Theories | Quiz 1 |
| WEEK 8  
Mar. 4 to 8 | Spring Break: No class | |
| WEEK 9  
Mar.14  
CRISIS  
COMMUNICATION | Reading Chapter 8.  
Managing conflict and crisis  
Crisis Communication  
Group exercise 3 | Group Assignment 3  
Issue statement writing and prepare for expected questions and answers in dealing with reporters due Mar. 20 |
| WEEK 10  
Mar.21  
PR CAMPAIGN | Reading Chapter 5/ 6 /10  
PR campaign: research and practice  
How to reach a diverse audience  
Group discussion: TOWS analysis and one big idea suggestion | Select your group brand to develop your campaign suggestion  
Group Assignment 4  
TOWS analysis  
One big idea suggestion Due Apr. 3 |
| WEEK 11  
Mar. 28 | Reading Chapter 12  
PESO model : Paid, Earned, Shared, and Owned Media Strategies and tactics | Quiz 2 |
| WEEK 12  
Apr. 4 | Reading Chapter 15 / 16  
Corporate social responsibility  
Event and Promotion | |
| WEEK 13  
Apr.11 | Chapter 14  
Global PR  
Consultation for group presentation | Fall Semester Registration |
| WEEK 14  
Apr.18~22 | Easter holiday  
No Class | |
| WEEK 15  
Apr. 25 | Group Presentation | Final |