

COM 3318-101 PUBLIC RELATIONS PRINCIPLES (SUMMER (2) 2016)

Department of Communication

Class Meeting: 12:40 pm-2:45 pm Monday through Thursday

Classroom: Walker 104

Mildred F. “Mimi” Perreault, PhD

Office: 133 Walker Hall

Office Hours: or by appointment, however office hours must be confirmed by email 24 hours before meeting.

E-mail: perreaultmf@appstate.edu

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ASULearn: <http://asulearn.appstate.edu/> (course documents)

Class Hashtag: #3318mp

This syllabus was adapted from Dr. Sang Hwa Oh’s COM 3318 Syllabus from Fall 2015.

Required Texts/ Readings

Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J-H (2012). *Think Public Relations (2nd edition)*. New Jersey. Pearson.

BBC News (<http://www.bbc.co.uk/news/>) or any other major *international* news site

Articles I post to Twitter with the class Hashtag: #3318mp, and additional readings posted on AsULearn (make sure you have access)

Course Description

This class surveys the field of public relations. We first explore the nature of public relations, and examine its theoretical backgrounds. We then discuss several steps in public relations process, incorporating the principles of PR research, actions, and evaluations. This course also examines how to deal with such diverse components of the public as the media, community, and government.

Course Goals

- Define key PR concepts and theories
- Review the standard PR process
- Explore milestones and trends
- Discuss PR in modern society
- Examine PR in practice

Course Objectives

- Identify PR in current events
- Apply foundational theories and concepts to real world PR scenarios
- Demonstrate through writing and peer collaboration foundational knowledge of the PR process.
- Course Requirements

Tips for success: This class is a lot of work and moderately difficult. In addition to course readings you may be required to work in groups throughout the semester. Students will be given time in class to do work, but you may be required to complete some work outside of class time. Don't complain during crunch time. Your work and commitment to this class will be treated as if I was your employer. Keep positive and ahead of schedule and you will succeed. I guarantee you will learn a GREAT DEAL from this class that will benefit you in any profession you choose.

***All assignments/stories should be backed up on a flash drive or copied and pasted in an email in case you have issues with the computers. I also suggest you cut and paste anything you write into the body of an email and send it to yourself. Corrupt files or files that cannot be opened must be redone. No exceptions. I would also like you to bring all completed assignments on a jump drive to class in case you need to make edits.**

COURSE CONDUCT AND EXPECTATIONS

Class Presentations

Classroom time will consist of lectures, video clips, discussion, in-class and out-of-class assignments, and small group projects. Readings in addition to the textbook will also be distributed during the course. Students should participate and contribute to class discussion, as participation is part of your grade. Material discussed in class is not necessarily found in the textbook; therefore, you must attend class to receive the lecture materials. Not all PowerPoints, Prezis and lecture notes will not be made available outside of class or office hours. However, some course materials may be posted on ASULearn and should be downloaded before the start of the class.

Classroom Etiquette

Courtesy applies in the classroom. **When you are in class, I expect you to pay attention. It is inappropriate to text, instant message, use iPods, or use the computer for any other use besides class. If you do so, you will be counted absent.** Please turn off all cell phones and pagers before coming into class. Also, please respect the opinions of your fellow students. Lack of preparation for class lectures, failing to read assigned readings before class, or a lack of courtesy will be reflected in your participation grade. Because of the nature of social media and content on social media, take note that sometimes we will come across offensive things, including language, videos, etc. You can leave the room at any time if this content offends you, but you should return at the end of class or explain this to the professor in an email before the next class.

Technology

Cellphones, tablets, and laptops are all great things, however most days we will not be using them. Taking notes is a crucial tool in public communication, journalism and public relations, and as such, you'll be learning it in this class. We will make extensive use of the computers for writing and editing stories, searching for information for stories and storing the records of the course. You may be expected use your own mobile devices for multimedia assignments. **Note: While you are free to use computers for in-class writing assignments during lecture/discussion please do not plan to use your computer to take notes during class.**

Communication

Email is the official communication at Appalachian State University. I send notices, assignment updates, etc., through email so please make sure you check your App State email daily. In

addition, feel free to email me with any brief questions you may have. If you need clarification please plan to attend office hours or ask questions in class. You should read assignments enough in advance to provide yourself with the time to ask questions and clarify the assignment. **I will respond to email within 24 hours**, unless the email is sent Friday after 5 p.m. All emails sent Friday after 5 p.m. will be responded to by Monday at 5 p.m.

Late work

All assignments and exams must be completed as scheduled. Late or make-up work will NOT be accepted unless I have approved it before the due date and only at my discretion, generally for extraordinary or documented circumstances. Late or make-up work will NOT be accepted for unexcused absences. In addition, students should upload assignments to ASULearn and provide a print out depending on the assignment's requirements – **no e-mail assignments will be accepted unless specified**. If you miss receiving an assignment because you were absent, you do not get a free pass – the assignment must be turned in on the due date. Please keep copies of your returned work in case there are any issues at the end of the course. Students must contact the Dean of Students' office with extenuating circumstances to receive an excuse for missed or late work.

If you are absent for a class where an out-of-class assignment was assigned, you still must turn in the assignment the day it is due. As a professional, deadlines are of the utmost importance. Therefore, if there is an in-class assignment due and you are absent, it may NOT be accepted. It is not fair to other students who attend class if you receive extra time to complete assignments when you are absent.

Special Assistance

It is my hope that you succeed in this class. If you have any special needs that you feel I should be aware of to assist you in your learning process, please feel free to set up a conference with me during my office hours or at some other time. It is always better to let me know ahead of time if you are facing challenges so we can work together to address the issues in the proper way.

"Appalachian State University is committed to making reasonable accommodations for individuals with documented qualifying disabilities in accordance with the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. If you have a disability and may need reasonable accommodations in order to have equal access to the University's courses, programs and activities, please contact the Office of Disability Services (828.262.3056 or www.ods.appstate.edu). Once registration is complete, individuals will meet with ODS staff to discuss eligibility and appropriate accommodations."

Writing Center

The University Writing Center (Room 008, Belk Library & Information Commons) is open Monday through Thursday from 9am-9pm and Friday from 9am-1pm. Consultants will work with you one-on-one and provide assistance with style, organization, content, voice, grammar, and documentation. In addition to your draft and/or any pre-writing notes, bring your assignment to your session. To make an appointment, call 262-3144. However, please note that just because the writing center has assisted you does not mean that your paper is without flaws.

Academic Dishonesty

Academic dishonesty is a serious offense that not only comprises your personal integrity, but the integrity of Appalachian State and your fellow classmates. Academic dishonesty includes plagiarism, lying, copying, cutting and pasting without attribution, failing to attribute sources, cheating during exams or other assignments, multiple submissions of the same material in different courses, assisting others in violating the code, signing someone else's name on the attendance sheet, use of unauthorized study aids, and falsifying any university document. Any offense will be taken extremely seriously. The academic dishonesty policy can be found in the university catalog. One of the most common violations is plagiarism, is defined as:

“Plagiarism is intentionally or knowingly presenting words, ideas or work of others as one's own work. Plagiarism includes copying homework, copying lab reports, copying computer programs, using a work or portion of a work written or created by another but not crediting the source, using one's own work completed in a previous class for credit in another class without permission, paraphrasing another's work without giving credit, and borrowing or using ideas without giving credit.”

The Academic Integrity Code you agreed to abide by when you applied here is as follows:

- Students will not lie, cheat, or steal to gain academic advantage.
- Students will oppose every instance of academic dishonesty.

. (<http://studentconduct.appstate.edu/pagesmith/77>)

For public relations, you must attribute all non-publicly known facts. Publicly known facts are facts that can be confirmed by four or more sources. If you take any words from another source (news article, research findings), and you don't attribute it, this constitutes plagiarism. Therefore, all assignments using sources must be documented both in-text and in a bibliography using APA style. In addition, you must cite a source and use direct quotes if you take a source word-for-word (which should be used sparingly and ONLY if you can't say something better yourself). Taking large chunks of work nearly word-for-word from someone else is plagiarism, even if you cite the source. If you are not sure if something constitutes violation of academic dishonesty, please ask me. Otherwise, I will assume you know how to properly cite. Your work should be more than 60 percent your own, meaning that cited material should make up no more than 40 percent of your work.

I do not tolerate plagiarism. If you plagiarize in any way, you will receive a zero for the assignment, a possible deduction of an additional letter grade for the entire course, or you may receive a zero for the entire course. In addition, you will be turned into the Office of Student Conduct. There will be no exceptions.

If you are not sure if something constitutes violation of academic dishonesty, please ask me. In this case, it is better to be safe and ask than to ask for forgiveness.

Attendance Policy

This is a communication class, and communication classes require interaction. You must be present to do so. Therefore, attendance is required and is taken daily. This course may be different than many of your other university courses in the sense of hard deadlines. If you are absent from work in the PR profession, you may miss assignments and opportunities. Since class discussions and participation are part of your final grade, your attendance is essential to your success in the course. **Attendance will be taken during each class meeting.** If any

circumstances affect you from coming to class, please contact me **PRIOR** to the class meeting. It is your responsibility to contact another student for materials and information missed during class and not the instructor.

If you are not in class fail to notify me within 48 hours of class time, you are considered absent. Just as with a full-time job, you will receive two personal days for excused or unexcused absences without any penalty to your final grade. For each additional absence over two, your final course grade will be reduced by 5%. **If you miss six or more classes, you will fail the course automatically. NO EXCEPTIONS!!!!** Especially for this course, attendance directly affects your grade outcome!

Students are expected to arrive on time; three “tardies” (more than 5 minutes late) will yield one (1) unexcused absence. If for any reason you cannot make it to class, you must notify your instructor in advance of your absence. No exceptions. This means if you miss class and fail to notify me before it begins, it will count as an unexcused absence regardless of circumstances. Also, you are responsible for any material you missed during that absence and you do not get an extension of the assignment’s due date. **Credit or make-up assignments must be approved PRIOR to missing class.** Please contact a fellow classmate for class notes. Please do not email me asking what you missed. It is the student’s responsibility to inform the instructor prior to missing class the reasons for such an absence.

Also, missing a class when a guest speaker is present or mandatory attendance will result in an automatic 5% final grade reduction, regardless of circumstances.

Also, if you are discourteous in the classroom (see conduct of the course), your grade will be penalized.

Academic Policies of the University

Please become familiar with the information on this website:

<https://academicaffairs.appstate.edu/resources/syllabi-policy-and-statement-information>. It contains information about Academic Integrity, Disability Services, Attendance Policy (including religious observances), and Student Engagement with Courses.

Inclement Weather Policy

If the university is closed for inclement weather, a video lecture may be given. You will be responsible for accessing the lecture online, viewing the lecture and taking notes. I will be more than happy to answer any questions about the missed material as long as they are asked in a timely manner.

Course Requirements

Grading guidelines

All written (typed) work submitted for this course must be coherent, logical, and carefully edited. In public relations, any work that does not meet this standard is considered unacceptable and may even cost you your job. In addition, misspellings, syntax and grammar errors, and other writing problems are unacceptable in upper-division college writing, especially in work by journalism students.

Points will be deducted from your assignments based especially on the following errors: Factual (content), attribution/misquotation (content), libel (content), AP style (mechanics),

format/organization (mechanics), grammar/spelling errors (mechanics), clarity (content), bad/foul language, and uninteresting/stale (content).

Grammatical errors will severely reduce your grade. You will not be successful in public relations unless you can write well. Period. For spelling, one misspelled word will result in a grade of a “B.” For each additional error you will lose a letter grade. More than three errors will earn you an “F.” Therefore, you should always proofread your work carefully. If you misspell the client’s name or organization, you will receive an automatic F. Inaccuracies will also result in significant grade deductions.

The grading criteria are: blog, story or news release is publishable as is (A); publishable with minor editing (B); publishable with major editing (C); not publishable (D or F).

All assignments must be typed. Handwritten work will not be accepted. Assignments should also be uploaded on ASULearn or turned in hard copy if requested.

Grading

Be responsible for the grade you earn in this class. Feel free to talk to me anytime if you want to discuss your progress in this class. The grading is as follows:

Assignment Values

| | |
|--------------------------|--------------------|
| In-class Quizzes | 10 percent |
| Midterm | 20 percent |
| Final | 20 percent |
| Assignments | 20 percent |
| Discussant Role | 10 percent |
| Discussion/Participation | 10 percent |
| Peer Evaluation | 10 percent |
| Total | 100 percent |

Reading Assignment

Students are required to read textbook chapters and other materials assigned each day before they come to class. Students are also required to check their AsULearn website and ASU email in a timely fashion and on a regular basis. It is the student’s responsibility to be informed about what they are supposed to read or submit in advance. You must reference the readings in your weekly journals as part of your class participation.

In-class Quizzes (10 percent)

Two in-class quizzes will be given. See Course Outline and Assignment for the scheduled dates.

Exams (30 percent)

Two exams (midterm and the final) are scheduled during the semester. See Course Outline and Assignment for the scheduled dates. The exams will be a combination of multiple choice, fill-in-the-blank, and short essay questions. Questions will be taken from reading assignment (textbook chapters and other required readings) and class lectures.

Discussant Role (10 percent)

This class will have regular in-class discussion sessions. In one of those sessions, you will play a role as a discussant.

You need to summarize any of current PR cases, raise important questions, and other students discuss the questions raised. The date for your discussion will be given. You should be prepared to lead and facilitate the discussion. First, you are expected to give a summary of the case and other PR concepts related to the case. Second, you should be prepared to raise questions about the case, tie the reading to other discussions we have had during the semester, and potentially bring your own expertise in a given area. It is required that each discussant:

- **meets in advance with Dr. Perreault (two classes prior to your discussion date)**, and plans well how to lead the discussion during the session. Read the case and be ready to talk about it before you come to the meeting.
- is responsible for summarizing each case and raising important questions to ask in order to stimulate active participations of other students in the discussion.

It will be greatly helpful to monitor daily news. Reading news daily is CENTRAL to PR practice. Junior PR associates often have to provide daily snapshots of what the media are saying about a certain organization, industry or issue. You are to select the issue through your regular reading of the **BBC News or major international news source**—an article that has possible PR implications.

You need to email Dr. Perreault your presentation material on AsU Learns by **one day before your discussion date (by noon)**.

Discussion/Participation (10 points)

Active participation of students is the key to the success of this course. Everybody is required to participate in class discussions. Your participation should be meaningful and based on the required readings. Simply repeating what the textbook says does not constitute a meaningful participation. Critical and creative thinking, as well as active participation, is the key factor in my evaluation of your participation. Keep in mind that you won't be able to participate meaningfully without reading carefully assigned chapters. Each day your participation will be evaluated on a 5-point scale (1=total silence, 2= below average, 4= about average, 5=above average) and will be averaged. It will be posted on AsU Learn once a week. Your participation over the semester will be added and translated into a percent number for your final grade. If you miss a class, the missed day will NOT be counted into calculating your average score.

Students will **complete weekly journals** with questions over the readings and receive feedback. These will be due each Friday at 5 p.m. These contribute to half of your participation grade.

***** Check your participation grade on my AsU Learn regularly, and see how you are doing. Ask how you can improve your participation grade.**

Group Project (30 points)

For this project, each student will be assigned a group to work with the entire semester. Your group will choose an organization, identify challenges, and track that organization's social media presence throughout the semester, and present those findings to class. Details will be discussed later during the semester.

Peer Evaluation (10 percent):

Public relations practices are involve in a series of group efforts. Therefore, it is an important part of your learning to learn how to work and communicate effectively in a group. Each member is expected to do a fair share of the group's workload. As such, it is your responsibility to be involved in every aspects of the project. Even though you split the work rather than develop each piece together, you are still accountable for every part. The group project will be graded as a

whole. It is strongly recommended that each group sets up ground rules early in the semester to help your cooperative work as well as a problem-solving process for resolving conflicts. In the uncommon circumstance where you think that a group member is not doing his or her fair contribution to of work, you are recommended not to allow issues to grow to a point where the issues become serious. If you cannot settle conflicts within your group even after best efforts, they must be received my attention and I will work on it with you to find a solution.

Each member evaluates other members in the group on how actively and meaningfully they have participated in the group project. Each of you will evaluate other members of your group. Each person in your group who evaluates you as unacceptable will lower your peer evaluation score. For example, if your group member is 4, then the group member can give you 25 points at maximum.

***Extra Credit**

The instructor may give extra credit for attending events or participating in activities during the course. The expectations for extra credit will be sent out when the assignment is shared with the class. Extra credit will not make the difference in a passing or failing grade and must be turned in by the deadline stated when the assignment is shared with the class. Extra credit is a privilege and should not be expected or demanded by students at anytime.

Exam Policies

Policy for Late Arrivals to Exams

If you arrive after another student has already finished the exam and left, you will not be allowed to take the exam. You will have to make an arrangement to take a make-up exam. See policy regarding make-up exams. If you arrive late and are allowed to take the exam, you will receive only as much time is left in the exam period.

Make-Up Exams

Students must have a valid and DOCUMENTED excuse and they must notify me 72 hours advance of the original exam to make up an exam. A valid and documented excuse is a current doctor's note that states you are to be excused the date of the exam, a notice for jury duty, or a university-sponsored athletic event. If I allow you to make up the exam, it will be an essay exam given at my convenience. Any exam not made-up within a week of the original exam date will turn into a zero. If you miss an exam without notifying me in advance, no opportunity will be given to make up the exam, unless you have an appropriate and documented excuse. No make-up exam will be taken BEFORE the scheduled exam date.

ADDITIONAL INFORMATION

Additional resources:

- There are a variety of other resources which would be beneficial for this course which I will post on the website.
- Not all presentations will be uploaded to ASULearn so you must attend class to get your lecture notes, if you miss you must get notes from a classmate
 - NAME OF CLASSMATE: _____,
 - contact#: _____

- NAME OF CLASSMATE: _____,
contact#: _____

- Also, if you want to be a good writer, you should be a good reader. I encourage you to read and then read some, more, and any books that you enjoy. Read a local and national news source as well as articles from public relations and social media organizations.
- Subscribe online to news sites and social media trades.

All written work submitted for this course must be coherent, logical, and carefully edited. In a PR setting, any work that does not meet this standard is considered unacceptable and may even cost you your job. In addition, misspellings, syntax and grammar errors, and other writing problems are unacceptable in upper-division college writing, especially in work by public relations students. Several points will be deducted for these errors.

Also, if you are discourteous in the classroom (see conduct of the course), your grade will be penalized.

Additional Information:

One of the most significant indicators of success in a course is the ability to follow directions. Therefore, if you fail to follow directions or instructions, such as word length, assignment, etc., you will be penalized accordingly.

Occasionally, it may be necessary to revise the syllabus to meet student needs, ESPECIALLY ASSIGNMENT DEADLINES. I reserve the right to revise this syllabus if the need arises.

THE SCHEDULE MAY BE REARRANGED TO ACCOMMODATE GUEST SPEAKERS

The date indicated is the first day of the class week. Material will be split up throughout the three course periods. If things are due on a specific day of the week they are indicated, however deadlines may be set or changed as needed. Assignments should be turned in before class on the day they are due unless otherwise specified.

Note: The reflections to be posted on guest speakers are not included in the schedule below due to the frequent need of speakers to change their schedules.

COURSE OUTLINE AND ASSIGNMENT (COM 3318 SUMMER 2016), 06/30-08/03

| | Topics | Reading/Assignments |
|---------|---|--|
| June 30 | Course Introduction, Overview group project | Discuss details for individual assignment & social media project Journal Due Friday at 5 p.m. |
| July 4 | No Class State Holiday | |
| 5 | The nature of Public Relations | Ch 1, return Syllabus Contract Second Half of Class Work with Groups |
| 6 | Careers in Public Relations | Ch2 Discussion |
| 7 | Theoretical Basis of PR Quiz 1 (Ch 1,2) | Ch 7 Second Half of Class Work with Groups Journal Due Friday at 5 p.m. |
| 11 | PR research and campaign planning | Ch 5 Discussion |
| 12 | PR actions and | Ch 6 |

| | | |
|----------|---|---|
| | evaluations | Remaining class Work with Groups |
| 13 | Crisis Communication / Quiz 2 (Chapter 5-8) | Ch 8 Discussion |
| 14 | | Journal Due Friday at 5 p.m. Remaining class work with Groups |
| 18 | Individual Group Meeting (In classroom) | [Group assignment- Bring your secondary research on your organization; Mission, goal, social media presence, strength, weakness, opportunity, threat and so on] |
| 19 | Group presentations | |
| 20 | PR Ethics, Reaching diverse audiences | Ch 9, Ch 10 Discussion |
| 21 | Midterm Review Quiz 3 chapter 9, 10 | Journal Due Friday at 5 p.m. Group meeting in remaining time |
| 25 | Midterm (Chapter 1-10) | Complete Resume and Cover letter Assignment, Linked In Assignment |
| 26 | The Mass Media The Internet and Social Media | Ch 11, Ch 12 Group meeting in remaining time |
| 27 | Ch 13 and Ch 14 Global PR Review (Ch 11-14) | Ch 13, Ch 14 Discussion |
| 28 | Final Quiz (Ch 11-14) Presentations | [Group Assignment #2- Final report due: upload your presentation materials on AsU Learn by midnight the night before |
| August 1 | No in class assignment | Journal Due Monday at 5 p.m. |
| 2 | No in class assignment | |
| 3 | Final Exam posted to ASULearn | Final Reflection Due by noon August 4. |

* This schedule is subject to change at the discretion of the instructor.

Syllabus Contract- SUMMER 2016

Please print, sign and return this page stating you have read the syllabus in its entirety and understand the course expectations.

Printed Name:

Signed Name:

Date: _____ Course: **COM3318: PR Principles**