

COM 349-01

Spring 2015

WF 08.00

Central 238

Salem
State
University

principles of public relations



Course description.

This course is an introduction to the role, processes, and practices of public relations. The course will explore the concepts, theories, history, uses and techniques of public relations, as well as its foundation in rhetoric and ethics and its current applications, cases and controversies in a digitized, globalized world. Three lecture hours per week. Required of Communications majors in the Public Relations Concentration and minors in Public Relations. Limited to Communications majors and minors.

Prerequisite: COM 202, 205 or permission.

Required texts.

Wilcox, D.L., Cameron, G.T., Reber, B.H., & Shin, J-H. (2013). *THINK public relations*

(2013 ed.). Upper Saddle River, NJ: Pearson.

Policies.

Communication

Please allow a 48-hour response time for me to reply to your emails. You may contact me via text message but please remember to include your name in the text.

Late Assignments

I will deduct up to 5 percent per day late for all late assignments. Any work that is not made up within 20 days of the original due

date will not be accepted. No late assignments will be accepted after the last day of class.

Participation

If you are unprepared for or disruptive to the class you will lose participation points.

Grading

I will not discuss any grades for any assignment on the day I hand it back nor will I discuss grades in the classroom. All discussions will take place at least 24 hours after the grade is received.

contact info

Dr. Cindy S. Vincent, Ph.D.
cindy.vincent@salemstate.edu
CC 149
Wednesday & Friday
10-10:30 a.m., 12:30-1:30 p.m.
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grading

Blog Assignment	6%
PR Case Studies	25%
Midterm Exam	12%
Term Project & Presentation	45%
Participation	12%

Course assignments.

Blog Assignment

You will choose and assess a blog from the Top 50 PR Blogs to better understand PR and media convergence. LO1, LO3

PR Case Studies

Over the course of the semester you will analyze contemporary and historical PR case studies to better understand how PR is successfully and unsuccessfully implemented. LO5

Midterm Exam

Your midterm exam will address: defining PR, the history of PR, and the ethical implications of PR. LO1, LO2

Term Project

Over the course of the semester you will research, plan, implement, and evaluate a public relations campaign to raise awareness on Title IX and sexual assault at Salem State. As part of this project you will create:

Research Report

PR Plan

Implementation & Evaluation Report

PR Campaign Report

You will work with several campus organizations throughout the semester to help research, plan and implement your PR campaign. At the end of the semester you will present your campaign and write a reflection paper about your experience. LO2, LO3, LO4

Extra Credit

Every student has the opportunity to earn 15 extra credit points for: 1) being on time to every class and staying the full duration of the class period, and 2) attending every class. More opportunities may arise throughout the semester at the professor's discretion.

There is no Final Exam.

Recommendations.

PRSSA

As a public relations student your education is not merely confined to the classroom but must extend to the corridors and crevices of every aspect of your life. The Public Relations Student Society of America chapter at Salem State provides an excellent opportunity to explore and discover the public relations field.



“Either write something worth reading or do something worth writing about.”

--Benjamin Franklin



Course goals.

G1. Understand the real world of public relations as it is practiced in PR agencies, departments, public information offices, and around the globe.

G2. Understand the theoretical and practical applications of public relations strategies, tactics and terminologies.

G3. Contemplate relationship between our everyday-life behaviors and the strategies and tactics of PR firms and practitioners.

Learning objectives.

LO1. Define public relations and identify opportunities appropriate to a client's expressed and implied needs.

LO2. Demonstrate a principled awareness of the ethical and legal standards of the profession.

LO3. Write clearly and effectively across media to explain and advocate for a client's position.

LO4. Understand fundamental strategies that underlie the research, planning, implementation, and evaluation of PR campaigns.

LO5. Examine contemporary and historical case studies and campaigns to analyze public relations as a strategic and tactical business.

The fine print.

Academic Dishonesty Policy

Any act of academic dishonesty attempted by a Salem State University student is unacceptable and will not be tolerated. Charges of academic dishonesty are reviewed through a process that allows for student learning and impartial review. Performing, aiding or inciting any of the actions listed under the full academic dishonesty policy constitutes an offense subject to disciplinary action. For more information, visit: catalog.salemstate.edu/content.php?catoid=19&navoid=2098

Reasonable Accommodation

Salem State University is committed to providing equal access to the educational experience for all students in compliance with Section 504 of The Rehabilitation Act and The Americans with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with me immediately. Students with disabilities should provide documentation to and schedule an appointment with the Office for Students with Disabilities and obtain appropriate services. If you have a disability and will need accommodations to complete course requirements, please contact disability services in Berry Library & Learning Commons Room 20

University Declared Critical Emergency

In the event of a University declared critical emergency, Salem State University reserves the right to alter this course plan. Students should refer to www.salemstate.edu for further information and updates.

Title IX & Sexual Assault

The university recognizes that sexual misconduct and power based violence (sexual assault, domestic violence, dating violence, stalking) is a very traumatic crime and as such it will endeavor to work with students who are victims to reduce fears and concerns regarding their personal safety. Any individual who believes he/she may have experienced sexual harassment or any type of sexual aggression may receive important information and assistance regarding the university's policies and responsive processes. In addition, upon request, the student conduct office will make resources available regarding who can discuss the process and what it means. For a list of university resources, visit: www.salemstate.edu/27036.php



Spring 2015 Tentative* Course Schedule

**This schedule is subject to change*

Date	Topic	Readings & Assignments Due
Week 1		
1/21	Syllabus, Course Overview, Introductions	
1/23	Defining Public Relations	Chapter 1 PR Casebook Ch. 1
Week 2		
1/28	The History and Growth of Public Relations	Chapter 3 PR Casebook Ch. 3
1/30	Ethics & the Law	Chapter 9 PR Casebook Ch. 9
Week 3		
2/4	Research & Campaign Planning <i>Assign Term Project</i>	Chapter 5 PR Casebook Ch. 5
2/6	Communication & Measurement	Chapter 6 Blog Assignment
Week 4		
2/11	Reaching Diverse Audiences	Chapter 10 PR Casebook Ch. 10
2/13	<i>Research Workshop</i>	
Week 5		
2/18	Social Media	Chapter 12 PR Casebook Ch. 12
2/20	<i>Planning Workshop</i>	Research Report
Week 6		
2/25	Public Opinion	Chapter 7 PR Casebook Ch. 7
2/27	Public Opinion and the Public Sphere	Publicsphere.pdf (On Canvas)
Week 7		
3/4	Media Relations	Chapter 11 PR Casebook Ch. 11
3/6	Events and Promotion	Chapter 13 PR Plan

Week 8		
3/11	Midterm Review	
3/13	Midterm Exam	
Week 9		
<i>—SPRING BREAK—</i>		
Week 10		
3/25	Crisis Management	Chapter 8 PR Casebook Ch. 8
3/27	Corporate Relations Corporate Social Responsibility	Chapter 15
Week 11		
4/1	Entertainment & Sports PR	Chapter 16 PR Casebook Ch. 16
4/3	Government Relations	Chapter 17
Week 12		
4/8	Nonprofit Public Relations	Chapter 18 PR Casebook Ch. 18
4/10	Global Public Relations	Chapter 14
Week 13		
4/15	Integrated Marketing Communications	IMC.pdf (On Canvas)
4/17	Department vs. Agency	Chapter 4
Week 14		
4/22	Launching a Career How to write a resume	Chapter 2
4/24	Professional Presentations	Presentations.pdf (On Canvas) Implementation & Evaluation Report
Week 15		
4/29	Presentations	PR Campaign Report
5/1	Presentations	Reflection Paper
NO FINAL EXAM		