

COMM 2061. Public Relations Principles

Instructor: Dr. Bette J. Kauffman
Phone: 342-1400

Office: 111 Stubbs
kauffman@ulm.edu

Office Hours:

Course Description:

This course reviews the history, principles and process of public relations, and provides an overview of the field.

Course Objectives:

At the completion of this course, students should be able to:

- Define public relations and discuss the role and function of public relations in a variety of contexts.
- Describe and discuss theoretical and practical aspects of the public relations process.
- Identify media used by public relations professionals and discuss the contexts and tactics of their use.
- Identify a variety of career specialties and opportunities within the field of public relations.

Required:

Wilcox, Dennis L., & Cameron, Glen T. 2010. *Public Relations: Strategies and Tactics*, Tenth Edition. Allyn and Bacon.

AP Stylebook, no more than two years old.

Course Format:

This course is a combination of lectures, discussions and other in-class exercises and activities. We will have a number of guest speakers drawn from professionals in the community, both on and off campus.

Requirements/Grading:

Final grades will be based on quizzes and exams (30%), three case study papers selected from the case study problems at the end of each chapter of the textbook (60%) and class participation/group work (10%).

The exams consist of multiple-choice, true-false, and fill-in-the-blank questions over the textbook, lectures and guest speaker presentations. They will be done on Moodle using Respondus Lockdown Browser software.

The case study papers shall be 3-4 pages in length (typed, double-spaced, with 1-inch margins and no larger than 12 point type). They will be graded on both form and content. Form includes such things as proper citations, grammar, spelling and other mechanics of writing. Content will be evaluated for depth and detail in addressing the question(s), the use of logic and evidence to support positions taken or actions prescribed, and ability to use secondary sources (i.e., other credible articles, books, periodicals, etc., you locate by *researching* the question).

Case study papers must be submitted to the Moodle site for the class via Turnitin AND on paper.

You will be allowed to revise and resubmit the case study papers, according to the following rules: a) the highest grade awarded a resubmitted paper will be B+, and b) resubmissions will be accepted only until the Thursday before Thanksgiving.

Class participation consists of being prepared by having done the reading to enter into discussions and to ask intelligent questions of our guest speakers. Group work is part of class participation. Each group will be responsible for identifying and recommending three guest speakers to the class. The class will then choose four to actually come to speak with the class.

A note about grading: Adequate/average work earns a C, good work earns a B, and exceptional work an A.

Policies: See Syllabus Addendum for attendance, cell phone and other policies, and for information about student services.

My contact information is at the top of p. 1. This schedule is subject to revision as needed.

Course Topics/Schedule:

Week 1: Overview, syllabus, group assignments.
Group work.
Definitions & Role of PR
Wilcox & Cameron, Ch. 1

Week 2: The Evolution of PR
Wilcox & Cameron, Ch. 2
Case Study Assignment 1
Ethics & Professionalism
Wilcox & Cameron, Ch. 3

Week 3: PR Organizations
Wilcox & Cameron, Ch. 4
Guest Speaker
Due: Case Study 1

Week 4: The Process: Research
Wilcox & Cameron, Ch. 5
The Process: Planning
Wilcox & Cameron, Ch. 6

Week 5: The Process: Communicating
Wilcox & Cameron, Ch. 7
The Process: Evaluating
Wilcox & Cameron, Ch. 8

Week 6: Guest Speaker
Strategy: PO & Persuasion
Reading: Wilcox & Cameron, Ch. 9

Week 7: Catch-up Day
DUE: Case Study 2
Strategy: Conflict Management
Wilcox & Cameron, Ch. 10

Week 8: Strategy: Audiences
Wilcox & Cameron, Ch. 11
No class. Fall break.

Week 9: Strategy: The Law
Wilcox & Cameron, Ch. 12
Guest Speaker

Week 10: Tactics: Internet & SM
Wilcox & Cameron, Ch. 13
Tactics : Mass Media
Wilcox & Cameron, Ch. 14

Week 11: Tactics: Radio & TV
Wilcox & Cameron, Ch. 15
Tactics: Face Time (Meetings & Events)
Wilcox & Cameron, Ch. 16

Week 12: Guest Speaker

Application: Corporations

Wilcox & Cameron, Ch. 17

DUE: Case Study 3

Week 13: Application: Entertainment, Sports, Travel

Wilcox & Cameron, Ch. 18

Application: Politics & Gov

Wilcox & Cameron, Ch. 19

Week 14: Application: Global

Wilcox & Cameron, Ch. 20

Application: Nonprofit, Health, Education

Wilcox & Cameron, Ch. 21

Week 15: Course summary & review

Exam Week: Final Exam on Moodle