

## **Introduction to Public Relations**

JOUR 3400-M50, G50

Spring 2017

Dr. Melissa Janoske

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Office Hours: MW 11:10 a.m. – 2 p.m., Thursday noon – 5 p.m., and by appointment

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### **COURSE REQUIREMENTS**

#### **CATALOG DESCRIPTION**

Development, scope, and modern role of public relations; emphasis on problem solving, lectures, and application of major public relations tools and practices.

#### **PREREQUISITES**

None

#### **TEXTBOOKS**

*The Associated Press stylebook 2015* (or 2014). New York: Basic Books.

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public relations: Strategies and tactics* (11<sup>th</sup> ed.). New York: Pearson.

You are required to purchase the **REVEL** version of the textbook, as you will be assigned reading, writing, and other homework activities in REVEL.

While access to REVEL is required, **the printed version of this text is optional** - see purchasing options below. There are three ways to purchase REVEL access, so choose the option that works best for you:

Option #1: Purchase a REVEL access code from the campus bookstore.

Option #2: Online Instant Access: If you decide not to purchase REVEL from the bookstore, you can purchase REVEL access online. You will see this as an option after clicking on the course invite link that you will receive prior to the beginning of the semester from your instructor.

Option #3: When you register (via access code or online instant access), you also have the option of adding the print upgrade for \$19.95 extra (no shipping cost).

#### **CLASSROOM FORMAT**

This course is delivered online in an asynchronous format. You must have Internet access and Microsoft Word to generate a ".doc" or ".docx" extension.

**Browser:** To view lesson slideshows, you must be running Internet Explorer 5 or higher. To determine what browser version you have, select from the browser menu Help > About. To download the file, click on your computer's platform system: PC or Mac. The download may take an hour or more, so plan to do it at a convenient time.

You will view the lesson slideshows from the Desire2Learn course. These PowerPoint slides represent supplemental information that you can use and reference in your work. As a way of referencing in your work, note the chapter, subject and slide number. You must have Microsoft Word software. Your instructor must be able to open your work to grade it. Work submitted in a software package not noted as acceptable in this syllabus (Microsoft Word) may result in point deductions being assessed to your work. The link accompanying your text includes video clips of interviews with public relations professionals, chapter specific multiple-choice and true/false quizzes, and interactive flashcards based on the textbook's glossary. To view the videos, QuickTime needs to be installed on your computer system. To view the flashcards, you will need Macromedia Shockwave Player installed on your system.

The instructions on loading the QuickTime software and Shockwave Player are located at their websites. Follow instructions there to complete. The time required will be determined by your method of downloading. This could take quite a few minutes if you have a slow dial-up network. There is no charge for this software.

### **COURSE WEBSITE ADDRESS**

**The course page will be open from January 17 to May 5, 2017.**

1. Go to the University of Memphis home page
2. Click on the "MyMemphis" link at the bottom of the left column menu.
3. Log in using your University of Memphis username and password.
4. Click on the "eCampus Resources" tab.
5. In the center column of the page, click on the blue UoM eCourseware link.
6. Down on that page, in the Spring 2017 course list available to you, click on the link for JOUR 3400-M50 to enter your course and read the instructions on the welcoming page.

### **COURSE REQUIREMENTS**

Course work will be accomplished every week. Four tests will be part of your final grade. Each one will cover one of the four main sections of the text. Each must be completed by its due date and time (Central Standard Time), which varies by test. Check each due time to ensure that you post by the deadline. Tests will contain one or more units of study and consist of true/false and multiple-choice questions. Tests will be limited as to time. The computer will cut you off at the end of the prescribed time period, regardless of whether you have completed all questions. You may use your text to confirm an answer, but be aware that time limits will not allow you to spend much time flipping through the text. You should read and be familiar with each section before taking its test.

Other parts of your grade will come from writing and submitting assignments and case studies and participating in online discussions. These assignments, discussions and case studies must be submitted per instructions; no credit will be given outside of the proper submission guidelines.

### **GRADING**

#### **Online Success**

Your success in this online course will depend on your willingness to read the textual material, successfully complete quizzes, and complete written assignments/discussion papers, as scheduled. Success in taking quizzes and handling written assignments can be enhanced by studying the case problems at the end of the several chapters, as well as the chapter content. Note: Written assignments will be graded on the basis of

grammar, spelling and punctuation, as well as content. Please refer to the grading rubrics for complete details.

All papers submitted will be considered final, as each student has unlimited access to the course to ask questions. There will be no re-submission of papers to increase the initial grade given. You are required to ask via e-mail, set up an appointment in the chat room, or call your instructor with your questions as to the proper completion of the assignment. It is your responsibility to ensure clarification of instructions.

All papers submitted must reflect critical thinking and knowledge of the material; that is, examples found within or outside of class, along with elaboration, are required to achieve an "A" grade. In all our assignments, it is noted that elaboration is required. This material must come from outside of our text, and can be of a professional experience in nature. Items given as facts in elaboration must be referenced using our referencing criteria (preferably APA). In nearly every case, the core material needed to complete your work will be found in our text. All tests and most of our assignments come from our text; check these resources first for your material. **No work will be accepted after the final day of class (April 26, 2017).**

### Grading Scale

<i>Exams (2)</i>	60 points each	120 points
<i>Writing Assignments</i>	50 points each	150 points
<i>News report, PR specialty paper, Case study</i>		
<i>Discussions (1 per week)</i>	10 points each	140 points
<i>Revel task (1 per week)</i>	10 points each	140 points
		<i>Total</i> 550 points

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A+	531-550	B+	476-492	C+	421-437	D+	366-382	
A	509-530	B	454-475	C	399-420	D	344-365	
A-	493-508	B-	438-453	C-	383-398	D-	328-343	
							F	Below 328

### Quality of Work

All work in this course should follow AP Style, including proper spelling, grammar, and language. A large part of public relations is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources you must use APA formatting. If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource.

I am willing to read over and provide comments/edits on rough drafts of all work, but require a minimum of 24 hours for turnaround. This should be done via email, not eCourseware.

**Questions about Grades**

If you would like to ask about a grade, please make an appointment to meet with me, either via email or a video conference. If you have a question or problem with a grade, exam question, or class assignment, you have 48 hours after the assignment is returned to you to contact me, or the grade stands. Your question or appeal must be stated in writing, citing your position and why you feel the mark is incorrect. The appeal should be turned in to the professor or sent via email within the stated time frame.

Additionally, you are responsible for tracking your grade online and meeting with the professor early in the semester if you are concerned about your overall grade. Meeting with the professor early and often can help both parties involved find ways to improve student-instructor understanding and quality of work.

## COURSE SCHEDULE

This is a basic schedule for topics and major assignments over the course of the semester. Although every effort will be made to stick with this schedule, please understand that changes to the schedule may occur. All changes will be announced as soon as they are known.

<i>Week Of</i>	<i>Topic</i>	<i>Assignment(s)</i>
January 17-20 module	Chapter One  What is PR?	Online orientation  Discuss #1, Revel #1
January 23-27	Chapter Two History of PR	Discuss #2, Revel #2
January 30-February 3	Chapter Four Departments & Firms	Discuss #3, Revel #3
February 6-10	Chapter Three Ethics	Discuss #4, Revel #4
February 13-17	Chapter Five Research	Discuss #5, Revel #5
February 20-24	Chapter Six Strategic Planning	Discuss #6, Revel #6
February 27-March 3	Chapter Seven Action & Communication 1-7)	Discuss #7, Revel #7 Midterm exam (Chs
March 6-10	No class, Spring Break!	
March 13-17	Chapter Eight Evaluation	Discuss #8, Revel #8
March 20-24	Chapter Eleven Diversity	Specialty paper due Discuss #9, Revel #9
March 27-31	Chapter Nine Public Opinion & Persuasion	Discuss #10, Revel #10
April 3-7	Chapter Seventeen Corporations #11	Discuss #11, Revel
April 10-14	Chapter Thirteen Social Media #12	Discuss #12, Revel

April 17-21	Chapter Ten Conflict & Crises #13	Discuss #13, Revel
April 24-26	Chapter Eighteen Entertain/Sports/Tourism #14	Case study due Discuss #14, Revel
<b>April 28-May 5</b>	<b>Final Exam (Chs 8-10, 11, 13, 17, 18)</b>	

### **FIVE PILLARS OF JOUR3400**

- *Professionalism*: Students learn the professional standards and strategies of the public relations industry by discussing and participating in PR activity simulations, learning public relations theory and history, and learning industry vocabulary. Finally, students conduct a personal digital media inventory and present the results to the class.
- *Writing*: JOUR 3400 addresses writing skills related to strategic planning, crisis communication, positioning, and platform specific media requirements.
- *Multimedia*: Students prepare a personal digital media inventory and present it to the class. Students also create a short videography and post it on YouTube.
- *Critical Thinking*: Students must demonstrate an understanding of the importance of understanding the needs, values, and attitudes of all stakeholder groups in order to determine the appropriate public relations strategies to implement.
- *Media Literacy*: JOUR 3400 addresses media literacy by exposing students to the vocabulary and tools of the public relations industry. Students learn how to communicate with different media outlets, and how to conduct research, planning, communication and evaluation.

## ASSESSMENT

### PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR3400:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work.

### HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

#### **Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):**

- Define public relations.
- Distinguish public relations from other management functions.
- Explain how public relations evolved in the United States.
- Describe the activities of public relations – what PR people do.
- Identify an organization's key publics – including under represented publics.
- Describe and apply the public relations process – research, planning, action/communication and evaluation.
- Describe the various contexts for public relations.

#### **Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):**

- Earn a passing score on periodic exams.
- Work a public relations problem within an ethical framework.
- Write measurable objectives necessary to successful application of the public relations 4-step process.

### HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR3400:

The course is designed to equip students with knowledge necessary to successfully apply problem-solving concepts constituting the public relations 4-step process.

#### *Awareness:*

- Identify historically significant principles and applications in the evolution of public relations through quizzes and exams.

#### *Understanding:*

- Target identified publics for appropriate communication in applying the public relations 4-step process.

*Application:*

- Successfully execute a group project that applies the public relations 4-step process.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.



## **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required

to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

**CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

**ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to

improve courses and instructional quality. Your feedback is essential and will be appreciated.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.