

Survey of Public Relations

PBRL 3400-M50

Summer 2018

Kim Marks, APR

Office: Meeman 332

Office Hours: By appointment

Phone: 901.878.0451 (cell)

Email: ksmarks@memphis.edu

Twitter: @ksmarks

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:

Wilcox, D.L., Cameron, G. T. & Reber, B.H. (2016). *Public Relations Strategies and Tactics* (Updated 11th ed.). New York: Pearson.

You are required to purchase the **REVEL** version of the textbook. I will assign 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.

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).

RECOMMENDED TEXTBOOK

The Associated Press Stylebook 2017 (or 2016). New York: Basic Books.

CLASSROOM FORMAT:

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is essential for you to be an organized, motivated student.

You must have internet access and Microsoft Word to generate a “.doc” or “.docx” extension. All assignments MUST be filed in a “.doc” or “.docx” format; type must be double-spaced with indented paragraphs.

ACCESSING THE COURSE WEBSITE:

1. Go to the University of Memphis home page: <http://www.memphis.edu>. **The course page will be available June 4 – Aug. 13, 2018**
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 UofM eCourseware link
6. Down on that page, in the Summer 2018 course list available to you, click on the link for PBRL 3400 - M50 to enter your course and read the instructions on the welcoming page

COURSE REQUIREMENTS:

Course work will be accomplished every week. **Three** tests will be part of your final grade. Each test 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. 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 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:

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 chapters, as well as the chapter content.

Note: Written assignments will be graded on grammar, and spelling and punctuation, as well as content. Please refer to the grading rubric for each assignment for complete details.

All papers submitted must reflect critical thinking and knowledge of the material; this is, examples found within or outside of class, along with elaboration, are required to achieve an “A” grade. In all 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 APA style. In nearly every case, the core material needed to complete your work will be found in the text. All tests, and most of our assignments, come from the text – check these resources first for your material.

No work will be accepted after the final day of class (Aug. 9, 2018).

GRADING SCALE

There are 965 possible points in this class. At the end of the semester, your class average will be calculated, and fractions will be rounded to the nearest whole number. Letter grades will be determined according to the scale below.

Exams (3 – 100 points each)	300 points
Writing Assignments (3 – 75 points each) <i>News report, PR specialty paper, Case study</i>	225 points
Discussions (1 per chapter – 10 points each)	110 points
REVEL quizzes	330 points
Total	965 points

A+	946-965	B+	891-907	C+	836-852	D+	781-797
A	924-945	B	869-890	C	814-835	D	759-780
A-	908-923	B-	853-868	C-	798-813	D-	743-758
						F	Below 743

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, and can be found at <http://owl.english.purdue.edu>.

I’m 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 (ksmarks@memphis.edu) NOT eCourseware.

QUESTIONS ABOUT GRADES

If you would like to ask about a grade, please make an appointment to meet with me via email, video or phone conference. If you have a question or problem with a grade, exam question, or in-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 sent via email (not eCourseware) within the stated time frame.

Additionally, you are responsible for tracking your grade online and communicating with the me early in the semester if you are concerned about your overall grade. Communicating with the me early and often can help us find ways to improve your understanding and quality of work.

COURSE SCHEDULE (subject to change)

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 One</i> June 4 – 10	<i>Course Introduction/What is Public Relations (CH 1)</i> Online orientation module PR as a process A career in PR
<i>Week Two</i> June 11 – 17	<i>The Evolution of Public Relations (CH 2) / Working in PR (CH 4)</i> History of PR Corporate PR vs PR firm/agency
<i>Week Three</i> June 18 – 24	<i>Ethics & Professionalism (CH 3) / Diversity in PR (CH 11)</i> Understanding ethics & values and the role of professional organizations Ethical dealings with the media and moving toward professionalism
<i>Week Four</i> June 25 – July 3	<i>Research (CH 5)</i> The importance of research Research: secondary, qualitative, and quantitative Test 1 – Covers CH 1, 2, 3, 4 & 11
<i>July 4 - 8</i>	<i>Break</i>
<i>Week Five</i> July 9 - 15	<i>(Action) Planning (CH 6)</i> The value of planning Elements of a program plan PR specialty paper due
<i>Week Six</i> July 16 - 22	<i>Communication (Implementation) (CH 7) / Evaluation (CH 8)</i> How communication happens & acting on the message Why evaluate? How we evaluate News report due
<i>Week Seven</i> July 23 - 29	<i>Public Opinion and Persuasion (CH 9)</i> What is public opinion and what role do mass media have in forming it? Persuasive communication Test 2 – Covers CH 5, 6, 7 & 8 (PR Process)

Week Eight
July 30 – Aug. 5 *Managing Conflict (CH 10)*
Issues management & Crisis Management
Case study due

Week Nine
Aug. 6 – 9 *Wrapping up*
Test 3 – Covers CH 9 & 10

FIVE PILLARS OF PBRL3400

- *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, in small groups, students apply public relations theory and principles to analyze how public relations is practiced in a local organization and write a team case study paper and present it to the class.
- *Writing*: Students develop writing skills related to strategic planning, crisis communication, positioning and platform specific media requirements.
- *Multimedia*: Students learn how public relations professionals use multimedia communication and visual storytelling through class discussion and assignments that examine real-world multimedia public relations tactics.
- *Critical Thinking*: Students must demonstrate an understanding of the importance of analyzing the needs, values, and attitudes of all stakeholder groups to determine the appropriate public relations strategies to implement.
- *Media Literacy*: Students learn the vocabulary and tools of the public relations industry. Students learn how to communicate with different media outlets and the importance of selecting the appropriate media to communicate with the intended audience.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR PBRL3400:

- 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 communication.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication 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.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

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

- Understand the definition of public relations and recognize how public relations differs from other management functions.
- Explain how public relations evolved in the United States.
- Understand the activities of public relations—what PR people do—and understand the public relations process—research, planning, implementation/communication, and evaluation.
- Recognize the importance of understanding the diversity (gender, race, ethnicity, etc.) of stakeholder groups and audience to determining the appropriate public relations strategies to implement.
- Recognize that not only do organizations operate and communicate on a global level but also that our local communities are becoming more diverse and that understanding the diversity of peoples and cultures is important to determining the appropriate public relations strategies to implement.
- Explain the major public relations theories and how they are used to inform the practice of public relations.
- Identify and understand the ethical implications of the practice of public relations, including freedoms of speech and the press.
- Recognize how to conduct public relations research to inform and evaluate public relations campaigns.

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

- Earn a passing score on periodic exams and quizzes.
- Work a public relations problem within an ethical framework.
- Write measurable objectives necessary to successful application of the public relations four-step process.
- Analyze a current issue related to public relations using public relations theory and present an oral report to the class.
- Write three critical analysis papers on topics related to public relations.
- Research and analyze how public relations is practiced in a local organization.
- Write a public relations case study report and present it to the class.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR PBRL3400:

Awareness:

- Learn what modern public relations is, how it differs from other management functions and how it has evolved in the United States
- Learn what a public relations professional does within an agency or organization
- Learn the four-step process of public relations
- Learn about the role of diversity in the field of public relations
- Learn public relations theories and how they are used to inform the practice of public relations
- Learn about the ethical implications of the practice of public relations
- Learn how to conduct public relations research to inform and evaluate public relations campaigns

Understanding:

- Understand the role of public relations and how it differs from other management functions
- Understand the four-step process of public relations
- Recognize the importance of diversity in the field of public relations
- Understand public relations theories and how they are used to inform the practice of public relations
- Recognize the ethical implications of the practice of public relations
- Understand how research is conducted to inform and evaluate public relations campaigns

Application:

- Work a public relations problem within an ethical framework
- Write measurable objectives necessary to successful application of the public relations four-step process
- Analyze a current issue related to public relations using public relations theory and present an oral report to the class
- Analyze current topics related to public relations
- Research and analyze how public relations is practiced in a local organization
- Write a group public relations case study report that applies the public relations four-step process and present it to the class

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. Undergraduate students are to begin the portfolio in JRSM 3900 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 because of 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 and Strategic Media 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 your instructor 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.