

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

PUBLIC RELATIONS PRINCIPLES
JOU 2700

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 1.0

Date Revised: Fall 06

Catalog Course Description:

Theories and principles of public relations. Overview of public relations in management of business, government, institutions and organizations. Brief case studies and public relations projects.

Entry Level Standards:

A knowledge of basic high school English composition is expected of students entering Journalism 2700. The student should be familiar with the basic rules of outlining and research. Typing is required, although the student may utilize CAOS or some other typing service. However, the student will remain responsible for the quality of work turned in. Unless otherwise specified, all assignments must be typed.

Prerequisite:

CMN 1500

Textbook(s) and Other Course Materials:

Guth & Marsh, *Public Relations: A Values-Driven Approach*, latest edition is the required textbook.

I. Week/Unit/Topic Basis:

| Week | Topic |
|-------------|---|
| 1 | Overview of profession (chapters 1,2,3) |
| 2 | Communication as the basis for public relations (chapter 7) |
| 3 | Research as it relates to planning PR (chapter 4) |
| 4 | Research techniques, application to PR (chapter 5) |
| 5 | Identifying and describing publics, determining public opinion (chapter 6) |
| 6 | PR ethics, social responsibility, government regulation, legal responsibility (chapters 8 and 9) |
| 7 | Overview and mid-term exam |
| 8 | The management of PR work; role in the organization (chapter 10) |
| 9 | Choice of medium; relationship to advertising; preparation of messages; types of publicity (chapter 11) |

- 10 Tactics: attending to the details (chapter 12)
- 11 Campaigns: organization and implementation (chapter 13)
- 12 Case studies introduced and discussed (chapter 14)
- 13 Dealing with crisis situations from a PR perspective (chapter 15)
- 14 Case studies and/or projects presented; evaluation
- 15 Final Exam Period

II. Course Objectives*:

- A. Understand the historical and ethical context and contemporary practice of public relations. IV.3
- B. Understand the role of communications in the practice of public relations. I.5
- C. Recognize public relations opportunities and solve public relations problems for organizations. I.5, III.2
- D. Apply basic research techniques in the field of public relations. VII

*Roman numerals after course objectives reference TBR's general education goals.

III. Instructional Processes*:

Students will:

- 1. Write news stories using word processing software. *Communication Outcome, Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Transitional Strategy, Active Learning Strategy*
- 2. Collaborate in teams for peer review of news stories to analyze audience and message, to develop and organize ideas, and to evaluate stories as to news value, accuracy, brevity, and clarity. *Communication Outcome, Personal Development Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy, Active Learning Strategy*
- 3. Develop research skills using interviews, observation, the Internet, and library resources to find information pertinent to news and feature stories requiring attribution. *Communication Outcome, Problem Solving and Decision Making Outcome, Technological literacy Outcome, Informational Literacy Outcome, Transitional Strategy, Active Learning Strategy*

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

- 1. Determine and discuss ethical problems associated with public relations needs of an organization. A
- 2. Analyze the existing opinion of a given public concerning an issue. B,C

3. List in writing types of PR campaigns. A,C
4. Explain in writing the relationship between PR practice and mass media. B
5. Evaluate job opportunities in the PR field. A
6. Plan a campaign to solve a specific PR problem. C
7. Explain theories of persuasion. B
8. Describe and explain legal concerns of PR organizations. A
9. Employ basic research tools of PR, including surveys and polls. B,C
10. Demonstrate through writing a speech an understanding of adapting a message to an audience. B,C
11. Demonstrate through writing a press release the ability to analyze a PR problem. B,C
12. Write a mission statement and a descriptive statement for a hypothetical organization. C,D
13. Use various problem-solving strategies to analyze a given situation. A,C,D
14. Describe in writing the characteristics of a successful PR campaign. A,C
15. Analyze in writing a successful campaign in light of the characteristics of a successful campaign. A,C
16. Summarize in writing issues and problems as covered in PR trade publications. A,C

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 50% of grade

There will be two written exams encompassing lecture, text and handouts.
 The tests will cover both theory and practical application.
 Each test will cover text material, associated lecture material, and student presentations.
 Each test will count for 25% of the final grade.
 Quizzes may be given at the discretion of the instructor.

B. Laboratory Expectations: 25% of grade

Written work will account for another 25% of the student's evaluation. This includes:
 A one-page press release for a campus organization.
 A three-minute speech Pres. Edwards could give to a meeting of 100 Tennessee high school seniors to learn about Careers for the 21st Century.
 Three summaries of a relevant article published within the previous year in *The Wall Street Journal*, *Public Relations Journal*, *Advertising Age*, or *Business Week*.

C. Field Work: 25% of grade

Another 25% of the student's grade will be based on participation in a public relations project involving two- and three-person teams.

D. Grading Scale:

| GENERAL ASSIGNMENTS | SEMESTER GRADE SCALE |
|---------------------|----------------------|
| A+ = 98-100 | A = 91-100 |
| A = 94-97 | B+ = 88-90 |
| A- = 91-93 | B = 81-87 |
| B+ = 88-90 | C+ = 78-80 |
| B = 84-87 | C = 71-77 |
| B- = 81-83 | D = 61-70 |
| C+ = 78-80 | F = 0-60 |
| C = 74-77 | |
| C- = 71-73 | |
| D+ = 68-70 | |
| D = 64-67 | |
| D- = 61-63 | |
| F = 0-60 | |

VI. Policies:

Attendance Policy:

Because team participation is essential for all involved, more than the equivalent of one week of unexcused absences will reduce the final grade by one letter. More than two weeks of absences for any reason will result in a failing grade.

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly through participation or assistance, is immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Mississippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination, or to assign an F in the course. Plagiarism is either the copying or the paraphrasing of someone else's work while claiming it as one's own original work. Plagiarism can be a particular problem in a writing class; if you are found to be plagiarizing, you could possibly be expelled from the school.

C. Accommodations for disabilities:

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127 or 131 or by phone: 694-6751(Voice/TTY) or 539-7153.