

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

PUBLIC RELATIONS PRINCIPLES
JOU 2700

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 1.0

Date Revised: Fall 2012

Catalog Course Description:

Theories and principles of public relations. Overview of public relations in the 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:

COMM 1010

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 Goals*:

The course will:

- A. Enable students to understand the historical and ethical context and contemporary practice of public relations. III, IV
- B. Lead students to understand the role of communications in the practice of public relations. I, III.
- C. Expand students' abilities to recognize public relations opportunities and solve public relations problems for organizations. I. 1, 3, 4, 5, 6, 7; III. 3, 4, 5, 6
- D. Apply basic research techniques in the field of public relations. III. 2

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

III. Expected Student Learning Outcomes*:

The student will 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

* Capital letters after Expected Student Learning Outcomes reference the course goals 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

A+ = 98-100
 A = 94-97
 A- = 91-93
 B+ = 88-90
 B = 84-87
 B- = 81-83
 C+ = 78-80
 C = 74-77
 C- = 71-73
 D+ = 68-70
 D = 64-67
 D- = 61-63

SEMESTER GRADE SCALE

A = 91-100
 B+ = 88-90
 B = 81-87
 C+ = 78-80
 C = 71-77
 D = 61-70
 F = 0-60

F = 0-60

VI. Policies:

Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his 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, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.