

**COMM3320 (3 credit hours)**  
**Principles of Public Relations**  
**FALL 2018**

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**The 4 Cs:** *Communication*, Connections, Curiosity & Creativity

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**Instructor:** Dr. Anna Klyueva (pronounce as KLUI-eeva)

**Office:** Bayou 2529.03

**Office hours:** Tuesday 5-7 p.m. & Thursday noon - 2 p.m. or by appointment.

**Email:** klyueva@uhcl.edu (easiest way to reach me)

**Phone:** 281-283-3442

Students are encouraged to use office hours to discuss issues pertaining to class, professional development and academic or career advising.

**Class Meeting Time and Place:**

Thursdays: 8:30 a.m. – 11:20 a.m. @Bayou Blvd, Room 2524

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**Applied Critical Thinking Statement:** This course was developed using the Applied Critical Thinking (ACT) framework and is endorsed by UHCL's Quality Endorsement Plan. The objective of an ACT course is to develop students' skills of critical thinking and to foster intellectual virtues by applying a set of intellectual tools that may be effectively used across all disciplines and in student's personal life. The conceptualization of critical thinking is based on the Foundation for Critical Thinking model (<http://www.criticalthinking.org>) and involves thinking for a purpose, asking questions, using information, applying concepts, drawing inferences and conclusions, identifying assumptions, anticipating implications and consequences, and recognizing points of view. The Universal Intellectual Standards to assess the effectiveness of critical thinking include clarity, accuracy, precision, relevance, depth, breadth, logic, significance, and fairness.

**Description:** This course presents an overview of the public relations practice in a diverse global society, including theory, key **concepts**, communication forms and channels for delivering relevant **information** to the organization's publics, legal and ethical **perspectives/points of view** on the organization's behaviour and organization-public relationship (OPR), history, and career opportunities. Successful public relations involves strategic thinking, which is heavily rooted in your ability to think critically. Defined as the ability to analyze and evaluate thought process, critical thinking is one of the most sought-after skills in public relations professionals.

**4 C's of Critical Thinking:** The UHCL Quality Enhancement Plan (QEP), endorsed by the university accrediting body, is a plan to promote applied critical thinking (ACT) for lifelong learning and adaptability. The key learning outcomes of the UHCL applied critical thinking plan involve 4 C's: *Curiosity, Connections, Creativity, and Communication*. In this course, we will focus on *one* of these four C's: *Communication*. In particular, this course will focus on how to *clearly, purposefully* and *accurately* communicate organization's **point of view** and *relevant information* using *precise concepts* to different publics in order to build significant relationships with numerous stakeholders of an organization.

## Student Learning Outcomes:

By the end of this course students should be able to (\*indicates a SLO that will be used to assess critical thinking):

1. *Define* the **concept** of public relations with *clarity* and describe its role and *significance* in a diverse global society encompassing varying degrees of freedom of expression;
2. \**Clearly* and *accurately* apply and explain theoretical **concepts** and models of public relations practice such as relationship building, dialogue, and symmetric communication by interpreting cases while acknowledging assumptions in reasoning.
3. \**Accurately* apply legal **concepts** to public relations, such as copyright, trademark, patent, fair use, libel, and slander;
4. \**Logically* reason through public relations ethical dilemmas and defend your **interpretations** and **conclusions** (with *clarity & relevance*), referencing the Public Relations Society of America's Code of Ethics (as a **point of view**);
5. Critically analyze communication materials and political rhetoric, acknowledging the sources of **information** and the embedded assumptions;
6. \*Produce basic, effective communication pieces to deliver *relevant information* to the organization's publics with *clarity* and *accuracy* using traditional and new media channels.
7. Apply public relations theory to effectively address public relations opportunities and issues by understanding **implications** and **consequences** of the organization's communicative behavior.
8. Outline and critically analyze the ways public relations has historically been practiced, how the field has changed over time, and how the relationship between public relations and journalism has developed over time.

## Required materials:

1. Kelleher, T. (2018). *Public Relations*. Oxford, UK: Oxford University Press.
2. **I-Clicker Go**: Starting Sep. 6 (2nd week) we will use the **i-clicker go mobile app (REEF Polling)** for taking attendance, completing quizzes and participating in interactive in-class activities and exercises. Please make sure to download the app before Sep. 1. You can find more information about the app here: <https://www1.iclicker.com/students-get-started/> (free download on Google Play or Apple Store/6-months subscription for \$14.99).
3. You should also read *The New York Times* and *The Wall Street Journal* and be able to discuss current political, social, and economic issues in class. UHCL library has a subscription. Both newspapers are also accessible via Factiva database. WSJ offers a discounted access to its content for students – 15 weeks for \$15 (WSJ.com/Class).
4. Subscribe and read *The Daily Dog* public relations news: <https://www.bulldogreporter.com>

## Recommended:

5. Goldstein, N. (Ed.) (2015). *The Associated Press stylebook and libel manual and briefing on media law with Internet guide and glossary*. New York: Associated Press.

## Course objectives and learning outcomes

| Expected learning outcomes  | Methods of assessment  |
|---|--|
| <b>SLO#4 &amp; SLO#7</b>  |  |
| <ul style="list-style-type: none"> <li>Students will be able to <i>logically</i> reason through public relations ethical dilemmas and defend your <b>interpretations</b> and <b>conclusions</b> (with <i>clarity &amp; relevance</i>), referencing the Public Relations Society of America's Code of Ethics (as a <b>point of view</b>);</li> <li>Students will be able to apply public relations theory to effectively address public relations opportunities and issues by understanding implications and consequences of the organization's communicative behavior;</li> </ul>   | <ul style="list-style-type: none"> <li>Students will be required to conduct an ongoing environmental scanning (following current news and events and <b>interpreting</b> its <i>relevance</i> and <i>significance</i> to the organization) and provide an analysis of the issues pertaining to a specific industry using <i>clarity, relevance, and logic</i>.</li> <li>Students will be required to earn a passing grade on the series of environmental scanning analyses and reports.</li> </ul>   |
| <b>SLO#1, SLO#2, &amp; SLO#3</b>  |  |
| <ul style="list-style-type: none"> <li>Students will be able to <i>define</i> public relations with <i>clarity</i> and describe its role and <i>significance</i> in a diverse global society encompassing varying degrees of freedom of expression;</li> <li>Students will be able to <i>clearly</i> and <i>accurately</i> apply and explain theoretical <b>concepts</b> and models of public relations practice such as relationship building, dialogue, and symmetric communication by interpreting cases while acknowledging assumptions in reasoning.</li> <li>Students will be able to <i>accurately</i> apply legal <b>concepts</b> to public relations, such as copyright, trademark, patent, fair use, libel, and slander.</li> </ul> | <ul style="list-style-type: none"> <li>Students will be required to earn a passing grade on a series of exams that require <i>accurate</i> and <i>precise</i> knowledge of <b>concepts</b>, understanding their <i>relevance</i> and practical application.</li> <li>Students will be required to participate in interactive in-class activities, including quizzes, i-clicker polls, and subsequent discussions to demonstrate <i>accuracy, depth, and breadth</i> of the acquired knowledge of <b>concepts</b> and master such intellectual virtues as <i>intellectual courage, intellectual empathy, intellectual humility</i> and <i>confidence in reason</i>. Students will be required to earn a passing grade on all interactive in-class activities designed to foster critical thinking.</li> </ul> |
| <b>SLO#5 &amp; SLO#6</b>  |  |
| <ul style="list-style-type: none"> <li>Students will demonstrate the ability to critically analyze communication materials and political rhetoric, acknowledging the sources of <b>information</b> and the embedded assumptions;</li> <li>Students will demonstrate the ability to produce basic, effective <i>communication</i> pieces to deliver <i>relevant information</i> to the organization's publics with <i>clarity</i> and <i>accuracy</i> using traditional and new media channels.</li> </ul>   | <ul style="list-style-type: none"> <li>Students will be required to prepare for and participate in a simulated news conference to <i>clearly</i> present organization's <b>information</b> and its <b>point of view</b> with a clear position on the presented issue as well as to demonstrate <i>accurate</i> knowledge of public relations <b>concepts</b>.</li> <li>Students will prepare the required public relations <b>informational</b> materials using <i>clarity, accuracy, relevance, and logic</i> to accompany the news conference.</li> </ul>  |
| <b>SLO#4 &amp; SLO#8</b>  |  |
| <ul style="list-style-type: none"> <li><i>Logically</i> reason through public relations ethical dilemmas and defend your <b>interpretations</b> and <b>conclusions</b> (with <i>clarity &amp; relevance</i>), referencing the Public Relations Society of America's Code of Ethics (as a <b>point of view</b>).</li> <li>Outline and critically analyze the ways public relations has historically been practiced, how the field has changed over time, and how the relationship between public relations and journalism has developed over time.</li> </ul>  | <ul style="list-style-type: none"> <li>Students will be required to critically analyze communication scenarios in <i>depth</i> and select the communication form most capable of achieving public relations goals using <i>logic, relevance</i> and the appropriate <b>concepts</b>.</li> <li>Students will be required to earn a passing grade for participating in various in-class discussions to demonstrate <i>accuracy, depth, and breadth</i> of the acquired knowledge and <b>concepts</b> and master such intellectual virtues as <i>intellectual courage, intellectual empathy, intellectual humility</i> and <i>confidence in reason</i>.</li> </ul>  |

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**Class format and policies:** The course consists of lectures, discussions, a series of exams, individual writing assignments, group assignments, and in-class activities. *Lectures* are designed to build on the material found in the reading assignments, not as a substitute for them. Class participation and preparation is expected. *In-class activities* will build on lectures and assigned readings to introduce you to the real-life settings in which public relations practitioners perform their duties. Individual writing assignments are designed to help you develop critical public relations skills and expose you to a variety of public relations tactics and techniques.

All assignments must be submitted by 8:30 a.m. on the day the assignment is due as a **hard copy** at the beginning of the class and **electronically via SafeAssignment**. All assignments will be *considered late* if not turned in **at the beginning of the class period** when due, although assignments can be turned in early. Ten percent (10%) from the total points possible for the assignment will be deducted for each day the assignment is late. Additionally, **no work will be accepted by email**. Students should provide me with a hard copy of all assignments before deadlines. **There are no make-ups given for in-class activities and bonus points.** Make-ups for exams will be possible under certain circumstances; appropriate documentation must accompany requests.

**Attendance:** Class attendance is vital for understanding the material and doing well in this course. If you are planning to miss classes, please don't be surprised with your grades at the end of the term. At least 10% of your final grade is based on in-class activities, discussions, and quizzes, some of them will not be announced in advance. Please do not arrive late or leave early. If you arrive later than 10 minutes into the class period or leave earlier than 10 minutes before the end, without an excuse, you WILL be considered absent and may be asked to leave the classroom.

**Important:** *Email is not a substitute for meeting with the instructor.* Office hours or scheduled appointments are the best places to ask questions about the material and to discuss issues related to class. Email, on the other hand, should be used to schedule an appointment outside of office hours or for *short* questions clarifying class assignments or specific items from the class. In-depth questions about course readings or an entire day's lecture, as well as questions about grades, are not appropriate for email.

Important information and materials for this course will be distributed via Blackboard class site and email. Please make sure to check your *UHCL email* account. If you are not currently using your UHCL email account, you should go to the UHCL IT website and have your UHCL email automatically forwarded to your primary account.

**Accommodation:** Students who need to take their exams in the Testing Center are responsible for bringing the appropriate documentation. You are responsible for bringing the paperwork before each exam and for scheduling your exam during the class time. Do not email me the forms and expect me to send them over. It is your responsibility to bring the form before each exam. Schedule your final exam now because the Center fills up during the final exam week.

**School closure:** In public relations, we plan for the worst. There is a chance that there will be a school closure due to inclement weather or health reasons. If the school closes before the term ends then your grade will be based on the work completed to date. There will be no makeup work and any rescheduled exams or papers. Do well on assignments early in the term because we do not know what will happen during the fall semester.

**Evaluation:** Individual grades in this course are determined by a combination of scores for writing assignments, quizzes, exams, participation (including in-class activities), and news conference simulation. All grades will be in points. *Your final grade will not be estimated on a curve.*

**Grading scale:**

|                         |                         |                         |
|-------------------------|-------------------------|-------------------------|
| A+ = 1000-970 (97-100%) | B = 869-830 (83-86.9%)  | C- = 729-700 (70-72.9%) |
| A = 969-930 (93-96.9%)  | B- = 829-800 (80-82.9%) | D = 699-600 (60-69.9%)  |
| A- = 929-900 (90-92.9%) | C+ = 799-770 (77-79.9%) | F = < 600 (< 59.9%)     |
| B+ = 899-870 (87-89.9%) | C = 769-730 (73-76.9%)  |                         |

The letter grade for students is based upon the total number of points obtained in the course. This is out of the possible 1000 points.

Grading Clarification: If a grade falls between two letter grades by a decimal point of 0.5 or above, the instructor will round up to the next single digit. Decimal points below 0.5 will be dropped and will NOT be rounded up to the next single digit.

**Grading weights:** This is the way your grade will be computed:

|  |                                |
|--|--------------------------------|
| <b>Exams</b> .....                               | <b>400 pts. (40%):</b>         |
| Midterm exam.....                                | 200 pts. (20%)                 |
| Final exam.....                                  | 200 pts. (20%)                 |
| <b>Environmental scanning</b> .....              | <b>3 x 50 pts. = 150 (15%)</b> |
| <b>Quizzes</b> .....                             | <b>5 x 30 pts. = 150 (15%)</b> |
| <b>In-class activities and discussions</b> ..... | <b>100 (10%)</b>               |
| <b>News conference</b> .....                     | <b>200 pts. (20%):</b>         |
| Participation.....                               | 100 (10%)                      |
| NC materials.....                                | 100 (10%)                      |
| <b>Total</b> .....                               | <b>1000 (100%)</b>             |

**Exams:** Periodically, you will be tested on your understanding of public relations **concepts**, theories, strategies, and tactics using *accurate* knowledge of **concepts**, understanding their *relevance* and practical application. Exams will be based on lectures, class discussions and assigned readings. You will receive a study guide one week prior to the examination.

**Quizzes:** You will also be quizzed on your understanding of the readings, knowledge of current social and political issues and its *relevance* to public relations professionals, and proper public relations terminology (**concepts**).

**Environmental scanning:** Students will conduct an ongoing environmental scanning (following current news and events and **interpreting** its *relevance* and *significance* to the organization) and provide an analysis of the issues pertaining to a specific industry using *clarity*, *relevance*, and *logic*. You are required to read *The New York Times* and *The Wall Street Journal* to follow the current news and events. Three times during the course of the term you will prepare a one-page (double-spaced) environmental scanning report, outlining how a particular event can have an impact on your client's organization and how (if anyhow) you should react to it. The client will be assigned at the beginning of the term. The reports must be turned in by the beginning of the class period when due.

**Writing assignments:** In order to successfully complete the course, you must also be able to write accurately, coherently and logically. When preparing environmental scanning analyses, news conference materials, and other writing assignments, you should make careful considerations along the following lines: Purpose, Persuasive Strategy and *Logic*, Appropriateness, Format, *Accuracy*, *Creativity* and Effectiveness. Your ability to successfully adhere to the standards of excellence along these criteria will determine your grade. All writing assignments should be typed using Times New Roman 12 pts and be double-spaced.

**Participation:** Students will be required to participate in interactive in-class activities, including quizzes, i-clicker polls, and subsequent discussions to demonstrate *accuracy, depth, and breadth* of the acquired knowledge of **concepts** and master such intellectual virtues as *intellectual courage, intellectual empathy, intellectual humility and confidence in reason*. Your participation in discussions is expected. As a practitioner, you will be required to influence public relations activities and affect campaign strategies in boardroom meetings where your ability to converse about your craft will be mandated. Your ability to intelligently discuss issues is critical, therefore, prepare for class, anticipate discussions and be ready to talk *intelligently with humility* on the presented subject. In-class activities and exercises are counted toward your participation grade and are created to facilitate a deeper understanding of the material.

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**Diversity in practice:** An important component of the study and practice of public relations will be to incorporate cultural and social diversity, wherever appropriate, in course readings and assignments.

**Statement Regarding Americans with Disabilities Act (ADA):** “If you believe you have a disability requiring an accommodation, contact Disability Services at 281-283-2648 or [disability@uhcl.edu](mailto:disability@uhcl.edu) as soon as possible and complete the registration process. To ensure your accommodations are in place for the entire semester, please request your accommodation letters from Disability Services and provide them to me at the beginning of the semester. The University of Houston System complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for students with a disability. In accordance with Section 504 and ADA guidelines, each University within the System strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them.”

**Religious Holidays:** It is the policy of the University to excuse the absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays. Please let me know in advance if you have any conflicts.

**Course Policy on Academic Honesty:** “All UHCL students are responsible for knowing the standards of academic honesty. Please refer to the UHCL catalog and the Student Life Handbook for the University Academic Honesty Policy. Plagiarism, that is, using research without citations, or using a created product without crediting the source, will result in a grade penalty or failure of the course.”

**Personal electronics:** You are permitted to use your laptop in the class to take notes on lecture *only with prior approval of the professor*. You may not use your laptop and other devices for recording the lecture. You may not use your cell phone and other devices in class. If you are using any of the devices without the professor’s permission, you will be asked to leave and will be marked as absent for that class period. If you are caught using your cellular phone or any other banned device during a quiz or exam, you will be considered in violation of the university’s policy on academic dishonesty.

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**Useful Public Relations Resources:**

Public Relations Society of America [www.prsa.org](http://www.prsa.org)

Public Relations Student Society of America [www.prssa.org](http://www.prssa.org)

International Association of Business Communicators [www.iabc.org](http://www.iabc.org)

International Association of Business Communicators Houston Chapter <http://www.iabchouston.com>

Institute for Public Relations [www.instituteforpr.org](http://www.instituteforpr.org)

International Public Relations Association [www.ipra.org](http://www.ipra.org)

Public Relations Newswire [www.prnewswire.com](http://www.prnewswire.com)

Edelman and Edelman Houston <http://www.edelman.com>

Ketchum PR <http://www.ketchum.com>

Weber Shandwick PR <http://www.webershandwick.com>

Arthur Page Society <http://www.awpagesociety.com>

## Tentative class schedule

| Date                     | Topic   | Assignments due                     | Readings         |
|--------------------------|---|-------------------------------------|------------------|
| Thursday<br>August 30    | Introduction, policy, and schedule  | Online introductions                | Syllabus         |
| Thursday<br>September 6  | What is public relations?<br>Ethics and professionalism (APR)<br><i>Assigning teams/ explaining ES assignment</i> | Syllabus quiz                       | Ch. 1            |
| Thursday<br>September 13 | Public relations models through the ages<br>The evolution of public relations                                     |                                     | Ch. 2            |
| Thursday<br>September 20 | Convergence and integrated communication<br>Public relations departments and firms<br>Corporations                | ES report 1                         | Ch. 3            |
| Thursday<br>September 27 | Public relations research<br>Program planning   | Quiz 1                              | Ch. 5 & 6        |
| Thursday<br>October 4    | Implementation<br>Evaluation<br><i>Exam review</i>  | Quiz 2                              | Ch. 7 & 8        |
| Thursday<br>October 11   | <b>Midterm exam</b>   |                                     |                  |
| Thursday<br>October 18   | Relationship management<br>Public opinion and persuasion  | ES report 2                         | Ch. 4            |
| Thursday<br>October 25   | Preparing materials for mass media<br><i>News conference assignment</i><br>Teamwork time                          | Quiz 3                              | Ch. 9            |
| Thursday<br>November 1   | Legal issues in public relations<br>Public relations issues & crisis  | ES report 3                         | Ch. 11<br>Ch. 12 |
| Thursday<br>November 8   | <b>Teamwork. No class.</b>  |                                     |                  |
| Thursday<br>November 15  | Public relations, multimedia & mobile   | Quiz 4                              | Ch. 10           |
| Thursday<br>November 22  | Global public relations<br>Teamwork time  | Quiz 5                              | Ch. 13           |
| Thursday<br>November 29  | <b>News Conference Presentations</b>  | All news conference assignments due |                  |
| December 6               | Class wrap-up, concluding remarks<br><i>Exam review</i>   |                                     |                  |
| December 13              | <b>Final Exam</b>   |                                     |                  |

\* Instructor reserves the right to make changes in the syllabus based on the class development

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**Name printed:** \_\_\_\_\_

Return this document at the next class period.

I hereby agree to the terms of this syllabus and will not ask for special exceptions to the policies outlined here, including the attendance and academic integrity rules.

Please sign your name \_\_\_\_\_

or remove yourself from this class.