

COMM3320 (3 credit hours)
Principles of Public Relations
SPRING 2018

Course Syllabus

Instructor: 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

Description: Overview of public relations practice in a diverse global society, including theory, career opportunities, history, communication forms and channels, and legal and ethical concerns.

Learning Outcomes:

By the end of this course students should be able to:

- define public relations and describe its role in a diverse global society encompassing varying degrees of freedom of expression;
- apply legal concepts to public relations, such as copyright, trademark, patent, fair use, libel, and slander;
- outline 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;
- apply public relations theory to effectively address public relations opportunities and issues;
- reason through public relations ethical dilemmas and defend your interpretation and conclusion (clarity & relevance), referencing the Public Relations Society of America's Code of Ethics (point of view);
- critically analyze communication materials and political rhetoric;
- produce basic, effective communication pieces using traditional and new media channels.

Required materials:

1. Kelleher, T. (2018). *Public Relations*. Oxford: Oxford University Press.
2. **I-Clicker Go:** Starting Jan. 25 (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 Jan. 25. You can find more information about the app here: <https://www.1clicker.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 outcomes

Expected learning outcomes	Methods of assessment
<ul style="list-style-type: none"> • Students will demonstrate the ability to recognize and analyze public relations-related challenges, problems, and opportunities. • Students will demonstrate the ability to apply public relations theory to effectively address public relations opportunities and issues. 	<ul style="list-style-type: none"> • Students will be required to do an environmental scanning (follow current news and events) and provide an analysis of the issues pertaining to a specific industry. • Students will be required to earn a passing grade on the environmental scanning analyses and reports.
<ul style="list-style-type: none"> • Students will demonstrate the understanding of terminology and concepts associated with public relations processes. • Students will be able to define public relations and describe its role in a diverse global society encompassing varying degrees of freedom of expression. • Students will be able to outline 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. 	<ul style="list-style-type: none"> • Students will be required to earn a passing grade on a series of exams. • Students will be required to participate in interactive in-class activities, including quizzes, i-clicker polls, and subsequent discussions.
<ul style="list-style-type: none"> • Students will demonstrate the ability to choose an appropriate (accurate) communication form to most persuasively target specific public relations audiences. 	<ul style="list-style-type: none"> • Students will be required to critically analyze communication scenarios and select the communication form most capable of achieving public relations goals.
<ul style="list-style-type: none"> • Students will demonstrate the ability to construct a complete communication effort to persuasively promote a single organizational event to a wide audience via mass media. • Students will be able to produce basic, effective communication pieces using traditional and new media channels. 	<ul style="list-style-type: none"> • Students will be required to prepare for and participate in a simulated news conference. • Students will prepare required public relations materials to accompany the news conference.
<ul style="list-style-type: none"> • Students will demonstrate their knowledge of the various public relations functions through in-class activities and discussions. • Students will be able to reason through a public relations ethical dilemma and defend their conclusion, referencing the Public Relations Society of America's Code of Ethics. • Students will be able to critically analyze communication materials and political rhetoric. 	<ul style="list-style-type: none"> • Students will be required to participate in various in-class discussions and demonstrate critical thinking skills.

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:

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

Exams: Periodically, you will be tested on your understanding of public relations concepts, theories, strategies, and tactics. 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.

Environmental scanning: 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 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, 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: 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 about problems that may arise. In-class activities and exercises are counted toward your participation grade and are created to facilitate understanding of the material.

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 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.

Useful Public Relations Resources:

Public Relations Society of America www.prsa.org

Public Relations Student Society of America www.prssa.org

International Association of Business Communicators www.iabc.org

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

Institute for Public Relations www.instituteforpr.org

International Public Relations Association www.ipra.org

Public Relations Newswire www.prnewswire.com

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

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

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

PR Daily Dog <http://www.bulldogreporter.com/daily-dog>

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

Tentative class schedule

Date	Topic	Assignments due	Readings
Thursday January 18	Introduction, policy, and schedule	Online introductions	Syllabus
Thursday January 25	What is public relations? Ethics and professionalism (APR) <i>Assigning teams/explaining ES assignment</i>	Syllabus quiz	Ch. 1
Thursday February 1	Public relations models through the ages The evolution of public relations		Ch. 2
Thursday February 8	Convergence and integrated communication Public relations departments and firms Corporations	ES report 1	Ch. 3
Thursday February 15	Public relations research Program planning	Quiz 1	Ch. 5 & 6
Thursday February 22	Implementation Evaluation	Quiz 2	Ch. 7 & 8
Thursday March 1	Relationship management Public opinion and persuasion <i>Exam review</i>	ES report 2	Ch. 4
Thursday March 8	Midterm Exam		
Thursday March 15	Spring Break! Have fun!		
Thursday March 22	Preparing materials for mass media <i>News conference assignment</i> Teamwork time	Quiz 3	Ch. 9
Thursday March 29	Legal issues in public relations Public relations issues & crisis	ES report 3	Ch. 11 Ch. 12
Thursday April 5	Public relations, multimedia & mobile	Quiz 4	Ch. 10
Thursday April 12	Global public relations Teamwork time	Quiz 5	Ch. 13
Thursday April 19	News Conference Presentations	All news conference assignments due	
Thursday April 26	Class wrap-up, concluding remarks <i>Exam review</i>		
Thursday May 3	Final Exam		

* 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.