Introduction to Public Relations
JOUR 3400-M50
Summer 2015
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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.

PREREQUISITE: None

TEXTBOOKS:
Public Relations: The Profession and the Practice by Lattimore, D., Baskin, O., Heiman, S.T., Toth, E.L. (New York: McGraw Hill), 2012 (fourth edition).

CLASSROOM FORMAT:
- This course is delivered online in an asynchronous format. You must have Internet access and Microsoft Word or other word processing software that generates a ".doc" extension. **Browser:** To view lesson slideshows, you must be running Internet Explorer 5 or higher. To determine what browser version you have, select from the browser menu Help > About. To download the file, click on your computer's platform system: PC or Mac. The download may take an hour or more, so plan to do it at a convenient time.
- You will view the lesson slideshows from the Desire2Learn course. These PowerPoint slides represent supplemental information that you can use and reference in your work. As a way of referencing in your work, note the chapter, subject and slide number.
- You must have Microsoft Word software. I must be able to open your work to grade it. Work submitted in a software package not noted as acceptable in this syllabus (Microsoft Word) may result in point deductions being assessed to your work.
- The link accompanying your text includes video clips of interviews with public relations professionals, chapter specific multiple-choice and true/false quizzes, and interactive flashcards based on the textbook's glossary. To view the videos, QuickTime needs to be installed on your computer system. To view the flashcards, you will need Macromedia Shockwave Player installed on your system.
- The instructions on loading the QuickTime software and Shockwave Player are located at their Web sites. To access these sites, click on the link. Follow instructions to complete. The time required will be determined by your method of downloading. This could take quite a few minutes if you have a slow dial-up network. There is no charge for this software.

COURSE WEBSITE ADDRESS: (The course page will be open from June 1 to August 7, 2015.)

1. Go to the University of Memphis home page: http://www.memphis.edu
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 UoM eCourseware link.
6. Down on that page, in the Summer 2014 course list available to you, click on the link for JOUR 3400 - M50 to enter your course and read the instructions on the welcoming page.

COURSE OVERVIEW:
Testing Procedures: Course work will be accomplished every week. Four tests will be part of your final grade; each one will cover one of the four main sections of the text. Each 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. They will consist of true/false and multiple-choice questions, which will contain one or more units of study. Tests will be limited as to time. The computer will cut you off at the end of the prescribed time period, regardless of whether you have completed all questions. 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. There is one extra credit quiz that is open at the beginning of class. Look for it and its due date. It is based on having read the syllabus.

Other parts of your grade will come from writing and submitting assignments and case studies 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 Procedure:
***ONLINE SUCCESS: 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 several chapters, as well as the chapter content. Note: Written assignments will be graded on the basis of grammar, spelling and punctuation, as well as content. Please refer to the grading rubric for complete details.

All papers submitted will be considered final, as each student has unlimited access to the course to ask questions. There will be no re-submission of papers to increase the initial grade given. You are required to ask via e-mail, set up an appointment in the chat room, or call me with your questions as to the proper completion of the assignment. It is your responsibility to ensure clarification of instructions.

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

No work will be accepted after the final day of class.

AP STYLE AND GRAMMAR: All written work 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.

GRADING SCALE:
Four Tests Covering Textbook – 50 points each
Two Written Assignments – 40 points each
Two Case Studies – 75 points each
Individual Participation in Class Discussions – 120 points
TOTAL: 550 points

A = 495-550
B = 440-494
C = 385-439
D = 330-384
F = 329 and less

TENTATIVE TIMETABLE:
Written Assignment #1 (40 pts.): due by July 10
Written Assignment #2 (40 pts.): due by July 31
Case Study #1 (75 pts.): due by July 6
Case Study #2 (75 pts.): due by August 5
Extra Credit Exam (5 pts.): available through June 5
Exam #1 Chapters 1-4 (50 pts.): available June 15-19
Exam #2 Chapters 5-8 (50 pts.): available June 29-July 2
Exam #3 Chapters 9-13 (50 pts.): available July 20-24
Exam #4 Chapters 14-16 (50 pts.): available August 5-6
INDIVIDUAL PARTICIPATION IN CLASS DISCUSSION (120 pts.)
Participation #1 (10 pts.): June 2-4
Participation #2 (10 pts.): June 8-10
Participation #3 (10 pts.): June 11-12
Participation #4 (10 pts.): June 15-17
Participation #5 (10 pts.): June 18-19
Participation #6 (10 pts.): June 22-24
Participation #7 (10 pts.): June 25-26
Participation #8 (10 pts.): June 29-30
Participation #9 (10 pts.): July 6-8
Participation #10 (10 pts.): July 9-10
Participation #11 (10 pts.): July 13-15
Participation #12 (10 pts.): July 16-17

ASSIGNED READINGS
Here are the assigned readings from your textbook, *Public Relations: The Profession and the Practice*:
Chapter 1 - The Nature of Public Relations: June 2-3
Chapter 2 - The History of Public Relations: June 4-6
Chapter 3 - A Theoretical Basis for Public Relations: June 9-10
Chapter 4 - Law & Ethics: June 11-13
Chapter 5 - Research: Understanding Public Opinion: June 16-17
Chapter 6 - Strategic Planning for PR Effectiveness: June 18-20
Chapter 7 - Action & Communication: June 23-24
Chapter 8 - Evaluating PR Effectiveness: June 25-27
Chapter 9 - Media Relations: June 30-July 2
Chapter 10 - Employee Communication: July 7-8
Chapter 11 - Community Relations: July 9-10
Chapter 12 - Consumer Relations & Marketing: July 14-15
Chapter 13 - Investor Relations: July 16-18
Chapter 14 - Public Affairs: Relations with Government: July 21-22
Chapter 15 - Public Relations in Nonprofit Organizations: July 23-25
Chapter 16 - Corporate Public Relations: July 28-29

FIVE PILLARS OF JOUR3400

• *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, students conduct a personal digital media inventory and present the results to the class.
• *Writing:* JOUR 3400 addresses writing skills related to strategic planning, crisis communication, positioning, and platform specific media requirements.
• *Multimedia:* Students prepare a personal digital media inventory and present it to the class. Students also create a short videography and post it on YouTube.
• *Critical Thinking:* Students must demonstrate an understanding of the importance of understanding the needs, values, and attitudes of all stakeholder groups in order to determine the appropriate public relations strategies to implement.
• *Media Literacy:* JOUR 3400 addresses media literacy by exposing students to the vocabulary and tools of the public relations industry. Students learn how to communicate with different media outlets, and how to conduct research, planning, communication and evaluation.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR3400:
   • 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 communications 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;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET: Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):
- Define public relations.
- Distinguish public relations from other management functions.
- Explain how public relations evolved in the United States.
- Describe the activities of public relations – what PR people do.
- Identify an organization's key publics – including under represented publics.
- Describe and apply the public relations process – research, planning, action/communication and evaluation.
- Describe the various contexts for public relations.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):
- Earn a passing score on periodic exams.
- Work a public relations problem within an ethical framework.
- Write measurable objectives necessary to successful application of the public relations 4- step process.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR3400: The course is designed to equip students with knowledge necessary to successfully apply problem-solving concepts constituting the public relations 4-step process.
Awareness:
- Identify historically significant principles and applications in the evolution of public relations through quizzes and exams.

Understanding:
- Target identified publics for appropriate communication in applying the public relations 4-step process.

Application:
- Successfully execute a group project that applies the public relations 4-step process.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:
The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to
- 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 communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications 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;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM: The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:
- *Awareness:* familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding:* assimilation and comprehension of information, concepts, theories and ideas.
- *Application:* competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES
PORTFOLIO REQUIREMENT: All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

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 http://iam.memphis.edu 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. Personal student information, such as grades, is restricted to your UM email address.

MOBILE PHONES AND LAPTOPS: Some classes require a tablet, laptop or a smartphone to

be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific class.

ATTENDANCE: Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance or habitual late arrival. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES: All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

ACADEMIC INTEGRITY: In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or dismissal of the student from the university.
"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).

Intellectual property and copyright guidelines
1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is "substantially similar" to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be "substantially original" to you. In other words, you can't just paste in something from another's work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is "substantially original" to you.
Plagiarism: From UM Student Handbook: The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

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.

DISABILITY: Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY: Students are required to respect the differences of others and treat all persons with civility. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communication reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY: 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.