

**Survey of Public Relations**

PBRL 3400-501

Spring 2019

TR 9:40-11:05 a.m.

Varnell-Jones 314

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Office Hours: TR 12:50-2:50 p.m. by appointment

**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

Development, scope and modern role of public relations; emphasis on problem solving, discussions and application of major public relations tools and practices.

**PREREQUISITE:** None

**TEXTBOOKS:**

REVEL Online Text: Wilcox, D.L., Cameron, G.T., Reber B.H. (2015). Public relations: strategies and tactics (11th Ed.). Upper Saddle River, NJ: Pearson Education.

This course uses a Pearson digital text which contains important assignments and resources used throughout the semester. The required link below is unique to this course. Here is how to register:

- Go to: <https://console.pearson.com/enrollment/ee6oop>
- 2. Sign in with your Pearson Account. You can either: sign in with an existing Pearson username and password OR create a new Pearson account if this is your first Pearson digital product.
- 3. Choose your course under 'My Courses' and choose an access option: redeem an access code that you got from your school's bookstore or purchase access online. There is a free trial if you are waiting for financial aid.

What you should know:

- Bookmark <https://console.pearson.com> to easily access your materials.
- Pearson recommends using the latest version of Chrome, Firefox, or Safari with this digital product.
- If you lose the invitation link, visit the class shell in eCourseware to retrieve it.

**CLASSROOM FORMAT:**

The class will be presented in discussion format. It is a hybrid class, meaning work will be accomplished inside the classroom in a traditional format, and outside the classroom using various digital platforms. Class discussion will involve application of the concepts within the public relations 4-step process, current issues and trends.

**GRADING:**

The student's final grade will be based on a percentage of the following:

Exams: 50%

Activities/Assignments/Quizzes/Participation/Exercises: 50%

**Grading Rubric for Assignments:**

**A (90-100):** Professional work. Critical thinking and synthesis of concepts is reflected. No errors in form, grammar or spelling. Adapted to intended audience (public). Meets all assignment requirements.

**B (80-89):** Near professional work. Lacks polish (style) of A work. No errors in form, grammar or spelling. Adapted to intended audience. Meets all assignment requirements.

**C (70-79):** Acceptable as a classroom assignment only. Not usable professionally without further editing/corrections. Numerous errors detected [or] not well adapted to intended audience or medium. Does not meet all assignment requirements.

**D (60-69):** Needs significant work in form and/or style. Riddled with errors [or] shows little consideration of needs/interests of intended audience or medium. Significantly fails to meet all assignment requirements.

**F (59 or below):** Unacceptable in form and style [or] fails to adapt to intended audience or medium.

**DEADLINES:**

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. Late work will not be accepted. If a student knows about an absence in advance, students are encouraged to check with professor to see if arrangements may be made to turn in the work early at the professor's discretion.

Work completed on REVEL is due by 9:40 a.m., typically on each Tuesday. There are some exceptions that set deadlines to 9:40 a.m. on Thursdays, so adhere to the deadlines set in your REVEL account, and that are reflected in the tentative course schedule.

**ATTENDANCE:**

Students who enter the classroom late are required to sit in the closest seat available near the front of the class by the door to minimize distraction. If a student is late more than four times, the professor may ask that if they are going to be late again, not to enter the classroom on that day.

Students who miss more than three classes are subject to drop one letter grade per absence at the discretion of the professor. Students with more than two tardies are subject to have their final grade reduced by one percentage point per additional tardy. Attendance is mandatory.

Coming to class well prepared is equally important. This means reading the assigned chapters in the textbook and staying informed about current events.

The basic requirements for this course include these elements:

- Complete assigned readings from the textbook each week;
- Arrive to each class punctually and prepared;
- 3. Check campus email each weekday morning by 8 a.m.;
- Complete any quizzes, assignments, or presentations on deadline and with excellence;
- Pass class exams;
- Be respectful of classmates and professor at all times;
- Participate in meaningful class discussion and activities/exercises.

**COURSE WEBSITE ADDRESS:**

- Go to the University of Memphis home page: <http://www.memphis.edu>
- Click on the “MyMemphis” link at the bottom of the left column menu 3. Log in using your University of Memphis username and password.
- Click on the “eCampus resources” tab.
- In the center column of the page, click on the blue U of M eCourseware link
- NOTE: We will NOT use the internal eCourseware email system on the course web page. Use your regular UM email located inside MyMemphis and correspond with the professor at her regular UM address noted at the top of this syllabus.

**TENTATIVE COURSE SCHEDULE BY WEEK: PBRL 3400 Spring 2019**

Jan. 15	Introduction / Review of Syllabus / Agency Profile Presentation Assigned / <b>Homework:</b> Read Ch. 1 & Complete REVEL Work
Jan. 17	Discussion: Chapter 1 / <b>Homework:</b> Read Ch. 2 & Complete REVEL Work
Jan. 22	REVEL Work for Ch. 1 Due / Discussion: Chapter 2 / <b>Homework:</b> Read Ch. 3 & Complete REVEL Work
Jan. 24	REVEL Work for Ch. 2 Due / Finish Discussion: Chapter 2
Jan. 29	Discussion Ch. 3 / REVEL Work for Ch. 3 Due / <b>Homework:</b> Read Ch. 4 & Complete REVEL Work
Jan. 31	Discussion: Chapter 4
Feb. 5	REVEL Work for Ch. 4 Due / <b>Agency Profile Presentation Day 1 / Homework:</b> Study for Test
Feb 7	<b>EXAM 1</b> (ch. 1-4) / Homework: Read Ch. 5

Feb. 12	Discussion: Your Personal Brand / <b>Assignment Discussed</b> (Personal Digital Media Inventory & Evaluation) / Discussion: Chapter 5 / REVEL Work for Ch. 5 Due
Feb. 14	<b>Agency Profile Presentation Day 2 / Homework:</b> Read Ch. 6 & Complete REVEL work
Feb. 19	Discussion: Chapter 6 / REVEL Work for Ch. 6 Due
Feb. 21	<b>Agency Profile Presentation Day 3 / Homework:</b> Read Ch. 7 & Complete REVEL work
Feb. 26	Discussion: Chapter 7 / REVEL work for Ch. 7 Due
Feb. 28	<b>EXAM 2</b> (ch. 5-7) / <b>Homework:</b> Read Ch. 8 & Complete REVEL Work
March 5	<b>SPRING BREAK: NO CLASS</b>
March 7	<b>SPRING BREAK: NO CLASS</b>
March 12	Discussion: Chapter 8 / REVEL work for Ch. 8 Due / <b>Homework:</b> Read Ch. 9 & Complete REVEL work for Ch. 9
March 14	Movie: Art & Copy / <b>Homework:</b> Read Chapter 10 & Complete REVEL Work
March 19	Complete Movie and Exercise
March 21	Discussion: Chapter 9 / REVEL work for Ch. 9 Due / <b>Assignment Reminder</b> (YouTube Videography)
March 26	Discussion: Chapter 10 / REVEL Work for Ch. 10 Due
March 28	<b>Agency Profile Presentation Day 4 (If needed)</b>
April 2	Discussion: Chapter 11 / REVEL work for Ch. 11 Due / <b>Homework:</b> Read Ch. 11 & Complete REVEL Work
April 4	<b>EXAM 3</b> (ch. 8-11) / <b>Homework:</b> Chapter Read 13 & Complete REVEL Work
April 9	Discussion: Chapter 13 / REVEL Work for Ch. 13 Due / <b>Homework:</b> Read Ch.14 & Complete REVEL Work
April 11	<b>Work Day</b>

April 16	Discussion: Chapter 14 / REVEL Work for Ch. 14 Due / <b>Personal Digital Media Inventory and Evaluation Presentations</b>
April 18	<b>Personal Digital Media Inventory and Evaluation Presentations (submit to dropbox by midnight)</b>
April 23	<b>Last Day of Class: YouTube Videography Review (submit link to dropbox by midnight)</b>
<b>T, April 30, 10:30a - 12:30p</b>	<b>FINAL EXAM</b>

### **FIVE PILLARS OF PBRL3400**

- *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, in small groups, students apply public relations theory and principles to analyze how public relations is practiced in a local organization and write a team case study paper and present it to the class.
- *Writing*: Students develop writing skills related to strategic planning, crisis communication, positioning and platform specific media requirements.
- *Multimedia*: Students learn how public relations professionals use multimedia communication and visual storytelling through class discussion and assignments that examine real-world multimedia public relations tactics.
- *Critical Thinking*: Students must demonstrate an understanding of the importance of analyzing the needs, values, and attitudes of all stakeholder groups to determine the appropriate public relations strategies to implement.
- *Media Literacy*: Students learn the vocabulary and tools of the public relations industry. Students learn how to communicate with different media outlets and the importance of selecting the appropriate media to communicate with the intended audience.

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR PBRL3400:**

- 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 communication.

- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication 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.

#### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

##### ***Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):***

- Understand the definition of public relations and recognize how public relations differs from other management functions.
- Explain how public relations evolved in the United States.
- Understand the activities of public relations—what PR people do—and understand the public relations process—research, planning, implementation/communication, and evaluation.
- Recognize the importance of understanding the diversity (gender, race, ethnicity, etc.) of stakeholder groups and audience to determining the appropriate public relations strategies to implement.
- Recognize that not only do organizations operate and communicate on a global level but also that our local communities are becoming more diverse and that understanding the diversity of peoples and cultures is important to determining the appropriate public relations strategies to implement.
- Explain the major public relations theories and how they are used to inform the practice of public relations.
- Identify and understand the ethical implications of the practice of public relations, including freedoms of speech and the press.
- Recognize how to conduct public relations research to inform and evaluate public relations campaigns.

##### ***Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):***

- Earn a passing score on periodic exams and quizzes.
- Work a public relations problem within an ethical framework.
- Write measurable objectives necessary to successful application of the public relations four-step process.
- Analyze a current issue related to public relations using public relations theory and present an oral report to the class.
- Write three critical analysis papers on topics related to public relations.
- Research and analyze how public relations is practiced in a local organization.
- Write a public relations case study report and present it to the class.

## **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR PBRL3400:**

### *Awareness:*

- Learn what modern public relations is, how it differs from other management functions and how it has evolved in the United States
- Learn what a public relations professional does within an agency or organization
- Learn the four-step process of public relations
- Learn about the role of diversity in the field of public relations
- Learn public relations theories and how they are used to inform the practice of public relations
- Learn about the ethical implications of the practice of public relations
- Learn how to conduct public relations research to inform and evaluate public relations campaigns

### *Understanding:*

- Understand the role of public relations and how it differs from other management functions
- Understand the four-step process of public relations
- Recognize the importance of diversity in the field of public relations
- Understand public relations theories and how they are used to inform the practice of public relations
- Recognize the ethical implications of the practice of public relations
- Understand how research is conducted to inform and evaluate public relations campaigns

### *Application:*

- Work a public relations problem within an ethical framework
- Write measurable objectives necessary to successful application of the public relations four-step process
- Analyze a current issue related to public relations using public relations theory and present an oral report to the class
- Analyze current topics related to public relations
- Research and analyze how public relations is practiced in a local organization
- Write a group public relations case study report that applies the public relations four-step process and present it to the class

## **JOURNALISM AND STRATEGIC MEDIA POLICIES**

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### **EMAIL:**

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.



**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

**COURSE REPETITION:**

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

**ACADEMIC INTEGRITY:**

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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)

**ONLINE SETEs:**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

**DEADLINES:**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

**DISABILITY:**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

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

**WEATHER POLICY:**

Always 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.

**STUDENT SUPPORT:**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.