Midland College
Syllabus
COMM 2330
Introduction to Public Relations
Semester and Year
SCH (3-0)
Instructor Name

COURSE DESCRIPTION
This course will explore the history and development of public relations and present the theory and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

LEARNING OUTCOMES
Upon successful completion of this course, students will be able to:

1. Develop a thorough public relations campaign for a company, governmental agency or non-profit organization. (See attached outline)
2. Research and evaluate career opportunities in the public relations field.
3. Write press releases for distribution to news media.
4. Analyze and discuss significant PR case studies taken from historical profiles.
5. Observe and evaluate the working environment of several professionals departments and agencies.
6. Identify the most effective techniques and strategies among more than 100 possibilities to overcome public relations obstacles.

REQUIRED TEXTS AND MATERIALS (Text may vary)

Adobe Reader (Links to an external site)

ACADEMIC DISHONESTY
Plagiarism is defined as the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own written work offered for credit. A student commits plagiarism if he/she:

1. fails to acknowledge the sources of any information in a paper which is not either common knowledge or personal knowledge. A student can acknowledge a source through in-text citations, attribution lines, footnotes, or other forms of documentation
approved by the instructor. (Common knowledge is the basic information within a field or discipline, as well as most historical dates and facts, and many ordinary observations.)

2. fails to acknowledge direct quotation either by using quotation marks or (for longer passages) indentation. Without the quotation marks or indentation, passages copied directly from a source might be considered plagiarized even if it is followed by an in-text citation or a footnote. The citation or footnote acknowledges that there is a source, but it does not indicate that the writer has borrowed someone else’s exact words. If a writer uses the language of a source, word-for-word, he/she must use quotation marks or block indentation.

3. merely paraphrases the original words of the source. Some students think they can avoid a charge of plagiarism by changing a few words in each sentence they copy or by rearranging the shape of phrases or the order of sentences in a paragraph. This is not true. When taking notes students must be careful to put ideas in their own words or to use direct quotations when relying on phrases directly borrowed from a source.

4. borrows the ideas, examples, or structure of the source without acknowledging it. A student can be guilty of plagiarism if he/she systematically borrows the ideas and organization of a source even if the language of the piece is on a major news event by using exactly the same ideas in the same order as they appear in an article in any popular news magazine.

5. takes, buys, or receives a paper written by someone else and presents it as the student’s own.

6. uses one paper for two different courses, or re-uses a paper previously submitted for credit, without the prior approval of the instructor or instructors.

   Plagiarism will result in a failing grade on that assignment. A second plagiarized paper may result in an F for the course.

STUDENT CONTRIBUTIONS AND COURSE POLICIES

Instruction involves a variety of learning methods including industry case studies, lecture notes, open-book essay exams, Web site references, writing exercises, and a major project known as a public relations campaign. You will contact a client in need of PR consulting and activities, develop business strategies, produce PR materials and plans, and decide on measurement processes.

PR Campaign: See the outline at the end of this document for content of the project.

Make-Up Work: Missed tests and writing assignments turned in after deadlines will only be made-up or accepted at the discretion of the instructor with possibility of one letter grade reduction for each late assignment.
EVALUATION OF STUDENTS

Grade Policy: The semester grade will be determined on a weighted average as follows:

Campaign project………………………………………………….. 30%
Exams……………………………………………………………. 25%
PR Survey…………………………………………………………. 5%
Six Case Study Responses (3% each)………………………….18%
Final Exam…………………………………………………………17%
Class Participation……………………………………………….5%

100%

Note: Instructor will reduce by one letter grade any late assignments. Grades will be assigned as follows: 90-100=A; 80-89=B; 70-79=C; 60-69=D; 59 and below = F. A’s receive full-point credit; grades less than “A” are converted to numerical values specified above and averaged into point totals calculated to the nearest tenth of a point.

Class Schedule:

Weeks 1-2: Orientation, Definitions; and History of Public Relations, Contrast and Compare PR and Advertising. Communication, and Management (Chapters 1-3, 5)

Assignment: Survey possible PR campaigns by listing five local companies (oil firms, utilities, etc.); five non-profit organizations (Red Cross, cancer society, service club etc.); and five political or society issues (abortion, environment, religion in schools, etc.). Identify an image problem or publicity need associated with each entity or subject listed. Write two or three paragraphs describing each of these identified concerns.

Case Study #1: “The Rise and Fall of Queen Martha” – Page 17. Read the case and completely answer all questions.

Weeks 3-5: Public Opinion, Ethics, Law and Research (Chapters 4, 6-8) (Reference your 15-item list and the emailed project ideas).

Case Study #2: “Exxon Corporation’s Bad Good Friday” – page 103. Read the case and completely answer all questions.

Test on Introductory Material

Weeks 6-8: Writing Fundamentals (Chapters 16)
Assignment: Study writing principles in the chapters and write two press releases from the handout exercise material.


Weeks 9-12: The General Publics and PR Techniques: Print, Electronic, Internal Or Employees (Chapters 9, 10 and 11)

Case Study #4: “They’re Heeere” – page 215. Read the case and completely answer all questions:

Test on Material presented since last test

Weeks 13-14: Specialized Publics: Multi-Cultural Communities, Consumers, Government, Investors and International. (Chapters 12, 13, 14, 15)

Case Study #5: “The Katrina Kalamity” – page 287. Read the case and completely answer all questions.

Weeks 15-16: Managing Crisis and Integrated Marketing (Chapters 17, 19)

Case Study #6: “Wendy’s Fingers a Hoaxer” – page 414. Read the case and completely answer all questions.

Public Relations Campaign Project

Outline for Written Presentation

I. Introduction (Background Section)

A. History of client company or individual
B. Current problems relating to public image
C. Past promotional efforts, if any. Describe in detail (Media used, etc.)
D. Description of average customer’s profile or similar target audience
E. Discussion of image client wants to portray

II. Goals Section (Maybe ½ page)

A. General Goal
Sample: “This PR campaign intends to promote among media and professional workers the contribution of local bank personnel donating their time to local Junior Achievement projects.”

B. Specific Strategies (Include dates, media names and other specific information)

1. Place feature articles in local newspaper financial section.
2. Place PSAs in local magazines and newspaper as well as on radio and TV stations.
3. Host a reception for Junior Achievement students and invite media representatives.
4. Write a speech and deliver to local Rotary, Kiwanis and Lions clubs.
5. Write and distribute a press release about the reception with general project information.

III. Plan Execution

Explanation: This section includes a full paragraph explanation of what you’re doing – the strategies chosen; why you’re doing it; samples such as press releases and PSAs; time chart of campaign activity; and summary of how all activities work together to accomplish general goal.

PR Activities: press releases, press conferences, media visits to arrange articles and coverage, speeches to civic and professional groups, hosted events for press such as receptions, sponsored events such as 3-on-3 basketball and banquets, video news releases, brochures and posters, public service announcements (PSAs), photographs of events, article reprints, annual reports, article packages for media, souvenir invitations, specialty advertising (key rings, calendars, etc.), testimonial or evidence papers, backgrounder pieces (case histories, fact sheets, position papers), biographical survey projects, educational seminars, client documentary books, pre-arranged disaster plans, media kits, satellite media tours, e-mail and letter-to-the-editor projects, wine and dine activities, media lists, research surveys, press clip collections, trade shows, PBS sponsorship nights, publications, bulletin board displays, image ads, fundraising efforts, lobbying efforts point-of-purchase displays and much more.

Format:
2 pages: Overall discussion how each of how your campaign activities work together to accomplish the general goal.
1 page: discussion of activity one (article placement).
1 page: sample (article outline)
1 page: discussion of activity two (PSAs)
1 page: sample PSA
1 page: discussion of activity three (reception)
1 page: sample invitation
IV. Follow-up and Evaluation

Explanation: This section discusses the methods to be used for measuring the success or failure of the campaign. These can include event attendance, verbal and written feedback, oral and written surveys, content analysis, etc. Also suggest future campaign project ideas.

DROP / WITHDRAWAL

The student is responsible for initiating a drop or withdrawal, not the instructor.

Withdrawal from course: The instructor is not able to withdraw a student from the course after the census date. A student wishing to withdraw must fill out the withdrawal form (Links to an external site) online.

2018-2019 WITHDRAWAL DATES

Fall
Fall First 8-Week Session
Fall Second 8-Week Session
December Mini-Semester
Spring
Spring First 8-Week Session
Spring Second 8-Week Session
May Mini-Semester
Summer I
Summer II
November 16
October 5
November 30
December 28
April 12
February 22
April 26
May 23
June 27
August 6

ACADEMIC RESEARCH

For Research information, tutorials, library information, web links and more, access the Distance Learning Webpage for the Midland College Fasken Learning Resource Center (Links to an external site).

Academic Database Access

EBSCO (Links to an external site)
User name: mc72cc
Password: mc#chaps1mc

For the Gale Database use this username/password combination:
User name: txshracd2528
Password: chaps

TECHNICAL SUPPORT

If you experience technical difficulties with Canvas, click the Help link at the bottom of the Canvas login page (Links to an external site), or in the top-right green toolbar from any page within Canvas, select Report a Problem, provide details, and submit the ticket. Your request will automatically be sent to the Midland College information technology support center. Check your email for support updates.

FREE ACCESS TO MICROSOFT 365

All Midland College students have a free Microsoft Office 365 account via the Midland College website https://www.midland.edu/audiences/current-students/office365.php. Students should go to that website for instructions for accessing their account to create Word, Excel, and other Microsoft documents.

INSTITUTIONAL ACCESSIBILITY STATEMENT

ADA Statement-- The Americans With Disabilities Act (ADA) and Section 504 of the Rehabilitation Act require that no otherwise qualified person with a disability be denied access to, or the benefits of, or be subjected to discrimination by any program or activity provided by an institution or entity receiving federal financial assistance. It is this Section 504 mandate that has promoted the development of disability support service programs in colleges and universities across the country. Subpart E of Section 504 deals specifically with this mandate for institutions of higher education. While it does not require that special educational programming be developed for students with disabilities, it does require that an institution (public or private) be prepared to make appropriate academic adjustments and reasonable accommodations in order to allow the full participation of students with disabilities in the same programs and activities available to nondisabled students.

Midland College provides services for students with disabilities through Student Services. In order to receive accommodations, students must place documentation on file with the Counselor/Disability Specialist. Students with disabilities should notify Midland College prior to the beginning of each semester. Student Services will provide each student with a letter outlining any reasonable accommodations. The student must present the letter to the instructor at the beginning of the semester.
Phone, Midland College Special Needs Counselor: 432-685-5598
Midland College Disability Services (Links to an external site)
Microsoft Accessibility (Links to an external site)
Canvas Accessibility (Links to an external site)
Turnitin Accessibility (Links to an external site)
Adobe Reader Accessibility (Links to an external site)
Google Reader Accessibility (Links to an external site)

ACADEMIC SUPPORT SERVICES

Academics and Student Services (Links to an external site)

Phone, Midland College Testing Center: 432-685-4735

Phone, LanguageHub, Midland College On-Campus Writing Center: 432-685-4811, 182 TC
Language Hub Online (available to all students in Canvas)

STUDENT RIGHTS AND RESPONSIBILITIES AND DUE PROCESS
Midland College Student Rights and Responsibilities (Links to an external site)

PRIVACY POLICIES
The below privacy policies apply to this course, as they are applicable to your conduct on this online platform.

Midland College Website Privacy Policy (Links to an external site)
Canvas Privacy Policy (Links to an external site)
YouTube Privacy Policy (Links to an external site)
Canvas Student Guide (Links to an external site)
Turnitin Privacy Policy (Links to an external site)
Instructor Information:
  Instructor Name:
  Email:
  Office Location:
  Office Phone:
  Office Hours:
  Fine Arts and Communications Division Dean: Dr. William Feeler
  Secretary: Ms. Lula Lee
  Division Office: 141 AFA
  Phone: 432/685-4624
  Division Office hours: 8-5, M-F

NON-DISCRIMINATION STATEMENT

Midland College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following individuals have been designated to handle inquiries regarding the non-discrimination policies:

Tana Baker
Title IX Coordinator/Compliance Officer
3600 N. Garfield, SSC 242
Midland, Texas 79705
(432) 685-4781
tbaker@midland.edu

Or

Natasha Morgan
Human Resources/Payroll Director
3600 N. Garfield, PAD 104
Midland, Texas 79705
(432) 685-4534
nmorgan@midland.edu

For more information on notice of non-discrimination, visit the Office of Civil Rights website for the address and phone number of the office that serves your area, or call 1-800-421-3481.