

State University of West Georgia
Department of Mass Communications and Theatre Arts

COMM 3313 Public Relations M & W 2:00 – 3:15 PM

Instructor: Gail G. Reid

Office: Humanities 149, 678-839-4936

Spring 2005 Office Hours: M & W 3:15 – 4:00 PM and T & Th 1:45 – 3:00

Or by appointment

E-mail: Greid@westga.edu

COURSE DESCRIPTION

This class is a survey of the principles and practices in the relations of an organization with its internal and external publics, with emphasis on communication; role of public relations in decision making and policy formulation. It includes development of basic skills and techniques needed for effective public relations programs.

LEARNER OUTCOMES

1. To critically understand the role and function of public relations in society
2. To critically understand the various publics a public relations professional interacts with
3. To actively participate as a team member in a Service Learning Project (SLP) to develop and effectively present a public relations project for a non-profit organization or government agency
4. To improve critical thinking skills.

TEXT AND SUPPLIES

The Practice of Public Relations, **ninth** edition by Fraser P. Seitel

(2) Scantron #229629

Visual Aid materials necessary for SLP Team presentation

Note: Lectures will frequently use the assigned reading material as a springboard to other sources so it is critical you are prepared for class discussion.

COURSE POLICIES

- A. Class Discussion and Participation**- You will have to complete each reading assignment before the scheduled class session. Be ready to apply the principles covered to questions and activities presented in class.
- B. Absences/Make-ups** – You are allowed up to (3) three absences without penalty except on test days and assigned student article days. Any classes missed (after the allowance) without appropriate written documentation will result in the deduction of **10 points from your class participation grade (equals 1 point from FINAL grade) for every absence after the allowance**. There are no exceptions.

Each student is expected to deliver student articles, take quizzes and exams on the assigned day. There will be no make-ups for pop quizzes. No make-up for exams will be allowed unless:

1. The instructor is notified before the absence or, if an emergency arises which totally precludes a phone call prior to class time, the student must contact the teacher within 24 hours of the emergency.
2. Written verification is provided for the emergency situations that result in a student missing a project or exam
3. There is sufficient time to allow a make-up.

Special opportunity: Zero absences and zero tardies will ADD **3 BONUS POINTS TO YOUR FINAL GRADE**

C. Late Arrivals/Early Departures- Students who arrive late or depart early are a disruption to the instructor and other students. If you are not present when roll is taken, an absence will be recorded.

D. Classroom Etiquette-

- Cellular phone are to be turned **off** during class. Pagers shall be turned off or set to vibrate during class. You have been warned.
- There are many of us in this classroom. Please try to be considerate of everyone and keep focus. Talking, reading the paper, sleeping, doing homework for another class, balancing your checkbook, etc. are all distracting behaviors that will not be tolerated.

E. Originality- All work you turn in or present **MUST** be your own work. All outside source material must be given credit or referenced verbally within the context of your speech. Any non-original work is subject to one or more of the following actions: "0" for the assignment in question; and "F" for the Course; and /or severe disciplinary action from the University.

COURSE ASSIGNMENTS AND GRADING:

During the semester there will be in-class assignments and quizzes, homework, (2) student articles, (2) two exams, (1) SLP = Service Learning Project. You must complete ALL the assignments to pass the course.

	% of Grade
1. Quizzes & Homework	10%
2. Student Article # 1	5%
3. Midterm Exam	20%
4. Student Article # 2	5%
5. Service Learning Project (SLP) Group Grade	20%
6. SLP Team Grade	10%
7. Final Exam	20%
8. Class Participation	10%
TOTAL	<hr/> 100%

The Student Articles:

- You must include the full text of the article you are writing about. This may be a printed copy of the article or a photocopy. This portion of your paper will not be returned to you. Put your article analysis first followed by the article itself.
- The analysis for all student articles must be TYPED and STAPLED.
- All bibliographies must use Modern Language Association (MLA) format—this includes all internet sources, books, and periodicals. You must have a bibliography—even if it is just the article you read.
- All article analysis should be carefully edited. This means reading your paper several times to check all aspects of grammar and spelling (spell check will not correct the wrong word).
- DO NOT include a title page with your outline. Your name, the title of your article and my name should be typed, in that order, in the upper left corner of the first page. Each page should have a footer or header with your last name and the page number.
- If you are having trouble writing your article, you should consider using the resources of the Writing Center. This does not mean I am not available to help you – it is a great resource that is free and at your disposal. To make appointment call 770-836-6513.

Remember: You will give a brief (2-3 minute) presentation of this article to your classmates on the date it is due.

Additional Tips:

- ❖ **Read your syllabus** - it is extremely important to know when due dates are. Also, it is subject to change. You are responsible for getting any changes made in class.
- ❖ **Read your textbook** – read each chapter prior to the class discussion of it. Your exams will come entirely from your book.
- ❖ **Be at All SLP Meetings** – It is only fair in working on a group project throughout the semester that you attend scheduled meetings and have your part ready. Each member of the group will be asked to evaluate their own and the group members level of participation.
- ❖ **Extra Credit Opportunities** – these are optional and will be a variety of programs, speakers, and productions which will qualify for extra credit. You are asked to provide the program, ticket stub and a thoughtful, and a one-page typed review (if you copy what is in the program I will deduct points) of the event. There is a maximum of **2** additional points (one point per event). All events will be free for SUWG students and no event will be offered if it requires you to spend any money.

Calendar of Events PUBLIC RELATIONS - Spring Term 2005

Mon Jan 10	Introduction to Public Relations
Wed Jan 12	Chapter 1 – Defining Public Relations Assignment of Student Articles
Mon Jan 17	No Class – Observance of Martin Luther King Holiday
Wed Jan 19	Chapter 2 – Growth of Public Relations Student Articles # 1
Mon Jan 24	Overview of Service Learning Project (SLP) Assignment of SLP Team & Contract Signing
Wed Jan 26	Chapter 21 – Crisis Management SLP Team Time
Mon Jan 31	Chapter 3 – Preparation/Process Student Articles # 2
Wed Feb 2	Chapter 4 - Management SLP Team Time
Mon Feb 7	Chapter 5 – Public Opinion Student Articles # 3
Wed Feb 9	Guest Lecturer TBA
Mon Feb 14	Chapter 6 - Ethics Student Articles # 4
Wed Feb 16	Chapter 7 – The Law SLP Team Time
Mon Feb 21	Chapter 8 - Research Student Articles # 5
Wed Feb 23	Review for Midterm
Mon Feb 28	Midterm Exam (Chapters 1, 2, 3, 4, 5, 6, 7, 8, 21) Do Not Forget To Bring <u>Your</u> Scantron!!
Wed Mar 2	Chapter 9 – Print Media Relations Student Articles # 6 <i>Note: tomorrow is the Last day to withdraw</i>
Mon Mar 7	Chapter 17 – Public Relations Writing Chapter 18 – Writing for the Eye and Ear
Wed Mar 9	Chapter 10 – Electronic Media Student Articles # 7

Mon Mar 14	T 19	Guest Lecturer TBA
Wed Mar 16		SLP Teams Mid-Progress Report with Ms. Reid (15 min per team) Attendance with your Team is Required
Mon Mar 21		Spring Break – no class!
Wed Mar 23		Spring Break – no class!
Mon Mar 28		Chapter 19 – Public Relations and the Internet Student Articles # 8
Wed Mar 30		Chapter 20 – Integrated Marketing Communications Chapter 11 – Employee Relations
Mon April 4		Chapter 12 – Multicultural Community Relations Student Articles # 9
Wed April 6		HONORS DAY – Class Cancelled -- you may use as SLP Team Time if you wish
Mon April 11		Chapter 13 – Government Relations Student Articles # 10
Wed April 13		Chapter 14 – Consumer Relations Chapter 15 – Investor Relations
Mon April 18		Chapter 16 – International Relations SLP Team Time
Wed April 20	T 23	Chapter 22 – The Golden Age
Mon April 25		SLP Group Project Presentations*
Wed April 27		SLP Group Project Presentations*
Mon May 2		Review for Exam (last day of Mon/Wed classes)
Wed May 4 th	2 PM – 4 PM	Final Exam is NOT cumulative (Chapters 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 22)

* Attendance is Mandatory

Remember to have your scantron with you for both the Midterm & the Final Exam!

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