

# COMM 3313-E01: Public Relations Principles (100% Online)

University of West Georgia, College of Social Sciences

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## Professor Kelly Williams

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**Office Hours:** Monday 9:30-12:30 & Wednesday 3:30-5:30; and by appointment

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## Prerequisites

COMM 1154: Introduction to Mass Communications

## Required Materials

Wilcox, D.L. and Cameron, G. T. (2016). Public Relations: Strategies and Tactics. (11th Ed.). Boston: Allyn & Bacon. (Available at retailers online, including UWG Bookstore) ISBN 0134003551

Hardware, software and reliable internet connection for online access to CourseDen and other various websites.

## Course Overview

A survey of the role, responsibilities and potential of public relations.

## Course Learning Objectives

1. Students will define public relations.
2. Students will apply the public relations four-step process.
3. Students will demonstrate understanding of career opportunities in public relations.

## Learning At A Distance: What You Need To Know

As a 100% online course, this course can offer students more flexibility in their learning, but because its online nature, students need to be aware of online expectations and additional resources, specifically using CourseDen, the library's Distance Education resources, and the University's Online resources.

CourseDen: This course will use the University's course management software CourseDen extensively. Please make sure you are familiar and comfortable with all the applications and tools in CourseDen. If you experience technical problems with CourseDen, especially during an online assignment or assessment, including quizzes and exams, contact Distance Learning at UWG immediately.

Only legitimate issues with CourseDen (not with your computer or your connection) documented by Distance Learning will be considered. Please ensure that you are using a reliable machine and have reliable internet access to successfully complete this course.

## Common Language Course Syllabi

Please take a moment to review the common language course syllabi

<https://www.westga.edu/administration/vpaa/common-language-course-syllabi.php>

This link covers important information such as academic support, online courses, honor code, email policy, credit hour policy, campus carry and mental health support.

## Assignments

### **Discussion Posts (15% collectively) Due Saturdays by 11:59 pm**

Your participation is integral to the success of this course and to your success in this course. Online participation is achieved through your contributions to online discussions. I will post a discussion question on CourseDen for chapters in the text. Your grade for each discussion post will be determined by the quality, thoroughness, and contributions of your post to the discussion. Your top eight posts to discussion topics will be used to determine your grade.

### **Reading Quizzes (10% collectively) Due Saturdays by 11:59 pm**

Quizzes will cover the assigned readings for the week the quiz is due. Reading quizzes can be taken at your convenience online via CourseDen anytime from when they are posted until the time they are due. You have one hour (60 minutes) from the time you access the quiz to answer all 10 multiple choice or true/false questions. Reading quizzes are due by 11:59 pm on Saturdays and will be available on CourseDen at least 48 hours before their due date. There will be no make-up reading quizzes offered unless documentation of technical problems with CourseDen (not your computer or connection) is provided/confirmed by Distance Learn.

### **Exams (15% each) Available Monday – Wednesday**

Exams are multi-part and cover assigned readings, discussion posts, and any other course activities. Exams require reflection on and application of concepts from the course. If you know you have a conflict with an exam date, let me know ASAP. All exams will be taken online via CourseDen. You will have 75 minutes from when you begin the exam to complete and submit the exam. A study guide will be available for each exam.

### **Proposal (15%)**

Public relations professionals are often submitting proposals for specific public relations projects. You will work as part of a group with students from class to submit a public relations proposal. Details for this assignment can be found on CourseDen.

### **Working Life Project (15%)**

As a core assignment for this course you will conduct an in-depth interview—preferably in person, otherwise via phone—with a working professional in the field of public relations and write an analysis of the interview. The interview is semi-structured, allowing you to incorporate questions specific to the professional you are interviewing. The aim of this assignment for you is to get a deeper appreciation of what it takes to work in today's public relations field. I encourage and challenge you to make the extra effort to get in touch with someone who might be a potential professional contact for you or someone whose interview will make a

nice addition to your student portfolio. Some public relations professionals are not eligible for this assignment.

## **GRADE ALLOCATION**

A 90 – higher B 80 – 89 C 70 – 79 D 60 – 69 F 59 – lower

You earn your grade. You start with a zero on the first day. You must build your grade up from there. Your grade is not a reflection of how much I like you or how good of a person you are. Grades are evaluations of your performance on the assignments in this course. I reserve the right to offer extra credit at my discretion. Please also note: an 89.5% will round to a 90, but an 89.4% is an 89.

## **Course Policies**

### **Late work**

I do not accept late work. If you anticipate missing a deadline, turn in the assignment to me before it is due (uploaded/posted to Course Den). Meeting deadlines is essential to the profession; any assignment turned in after its deadline will receive a zero. Deadlines are not negotiable in this course.

### **Attendance**

Because this course will be taught online, there is no formal attendance policy. However, please note that success in this course will not be possible without access to the text and participation in online activities. Please discuss any concerns you have about this course with the instructor ASAP (by the second week of class).

### **Classroom and Online Etiquette**

Exercising personal freedom is an appealing part of college life. In order to create an atmosphere where individual expression and social interchange are both respected, please observe the following: (1) address each other with respect; (2) contribute to discussions, don't dominate them; (3) stay focused on the topic being discussed.