

COMM 4413: PR Cases | Spring 2019

Monday/Wednesday 2:00-3:15 | Humanities 312

General Info

Instructor: Prof. Kelly Williams

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Office Hours:

Monday 9:30-12:30 & Wednesday 3:30-5:30

Also by appointment and virtual hours

Course Info

Overview:

COMM 4413: Public Relations Cases is a strategic thinking and critical analysis course developed through oral and written analysis of current and classic case studies in public relations. Through the analysis of the performance of public relations professionals and their organizations, we will learn from others' successes and failures. We will work to understand how to approach and analyze organizations' opportunities and threats using the process of public relations.

Course Learning Objectives

- 1.The student will understand that public relations as an important communication and management function of corporate, government, agency, and nongovernmental organizations.
- 2.The student will understand the purposes of public relations and the process through which public relations is practiced strategically, including the ability to explain the relationships among research, objectives, programs, and evaluation.
- 3.The student will be aware of the major areas of public relations practice (media relations, consumer relations, employee relations, community relations, international relations).
- 4.The student will practice problem-solving skills by critically analyzing current case studies in public relations, including the ability to define, articulate and develop missions, goals, objectives, strategies and tactics.
- 5.The student will develop a sense of professionalism in the practice of public relations thorough ethical preparation and meeting deadlines.
- 6.The student will strengthen their writing, interpersonal communication, oral communication and presentation skills critical to public relations practitioners.

Department of Mass Communications Learning Outcomes

1. Awareness: Students will demonstrate awareness of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.
2. Understanding: Students will demonstrate understanding of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence,

diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.

3. Application: Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multi-media, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

Assignments & Grading

Assignments:

		Grade Allocation
Exam 1	20%	A 90 –higher
Exam 2	20%	B 80 –89
Exam 3	20%	C 70 –79
Final Case Study Project	25%	D 60 –69
<u>Assignments/Participation</u>	<u>15%</u>	F 59 –lower
TOTAL	100%	

Exams: There will be three throughout the semester. We will take these online via Course Den. They will be multiple choice, true/false, some short answer and other application/discussion questions.

Final Case Study: more details will be made available during the semester.

Participation: Attendance will be recorded in each course through the form of participation. We will have in class, as well as online or outside of class, assignments to help prepare you for our larger final case study project.

Extra Credit: This is fully at my discretion. I may offer opportunities for campus events, as well as other assignments. Students should remain focused on completing their coursework and not dependent on extra credit.

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 Specific Policies & Procedures

Attendance and Participation

Attendance is required in this class and is critical to your success. Attendance will be taken each day. If you are more than 5 minutes late or if you leave at least 5 minutes early, you will be counted tardy; three tardies count as one absence. If you are more than 15 minutes late or leave more than 15 minutes early, you will be counted absent. If you come in after attendance has been taken, it is your responsibility to let me know at the end of class that you were present. If you fail to sign in or notify me of your presence by the end of the class period, you will be counted absent. In addition, the nature of this course relies on your

contributions to in-class discussions and activities. You must actively participate in class in order to receive full participation points for the day. Your participation grade will be based on participation in class discussions/activities, classroom etiquette, and active engagement in learning. Note that participation also includes coming prepared with any worksheets/activities that I assign.

Late work

I do not accept late work. If you anticipate missing a deadline, submit the assignment to me before it is due (uploaded/posted to Course Den). Any assignment turned in after its deadline will receive a zero unless approved documentation of extenuating circumstances (approved at the instructor's discretion) is provided. The very nature of this course demands that we stick to a firm schedule. Readings and assignments must be completed on the day they are assigned on the course schedule. Be sure to read the book and take notes while reading; lectures are intended to complement (not duplicate) that information, so completing readings before class is very important.

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. During class time, cell phones should be turned off or be set on silent, and should be stowed away where I cannot see them. There will be a 5 point deduction from your participation grade if your cell phone rings during class. Using an electronic device in class for anything other than taking notes or participating in a class activity will result in a 5 point deduction from your participation grade for that day. Other disruptive behaviors may also incur a participation grade deduction based on severity.

Academic Honesty

While the Common Language Course Syllabi details the UWG Honor Code, I want to make it clear that plagiarism and academic dishonesty are absolutely not tolerated in this classroom. It is so much easier, and better for you, to just do your work. Don't jeopardize your academic or professional career with dishonest behaviors. You are important; you have important things to say, so say them yourself using your voice.

Common Language Course Syllabi

Please take a moment to review the UWG Common Course Language:

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

This links gives detailed information regarding: academic support, online courses, honor code, email policy, credit hour policy, campus carry and mental health support.