



**Reinhardt University**  
**Faculty of Arts and Humanities**  
**Communication and Media Studies Program**

## **COM 311: Public Relations**

### **TR 9:30-10:45 AM, FPAC 176**

<b>Instructor</b>	Dr. Efe Sevin
<b>Office Location</b>	FPAC – 180
<b>Office Hours</b>	T 11-1, W 12-1, R 11-1, or by appointment
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**Course Description:** This course is designed to give students an overview of the field of public relations and to help them develop the knowledge base and analytical skills necessary to create and execute public relations campaigns. During the semester, we will investigate public relations as a specific strategic communication practice. We will start with an overview of the field, history, and current market place for public relations. We will then move to the components of a public relations plan. During the semester, we will have the opportunity to analyze prominent and contemporary cases, as well as to create their own public relations campaigns.

**Required Material:** Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public relations: strategies and tactics* (Eleventh edition). Boston, MA: Pearson.

Please note that we will be using the “REVEL” version of the textbook. You can get your access code through the Reinhardt Bookstore. You do not need a hardcopy. But you will need access to the videos and other interactive material on the REVEL site. Once you have your REVEL access code, follow this link <https://console.pearson.com/enrollment/ni71qi> for our course-specific site.

I will be using EagleWeb for all assignments and announcements.

### **Recommended Readings:**

### **Communication Program Objectives (CPO)**

Communication students will:

- 1) develop and enrich their critical thinking skills and communication skills
- 2) demonstrate creativity and a variety of research methods in their communication classes and civic work

- 3) use technology to enhance communication projects and course assignments
- 4) demonstrate respect for individual and cultural differences
- 5) demonstrate understanding of the historical, informational and organizational aspects of the communication environment

**Learning outcomes and course objectives:** All of the course assignments and learning activities such as writing projects, research assignments, multimedia projects, readings, lectures, class discussions, and examinations are designed to establish a better understanding of the communication environment for students. After completing the course:

- 1) Students will demonstrate an understanding of concepts and problem-solving techniques in public relations (CPO 1,5)
- 2) Students will be able to analyze how public relations affects different aspects of modern society (CPO 1, 4).
- 3) Students will be able to apply key processes in public relations such as research, planning, strategy, and evaluation (CPO 1,2,3,5).
- 4) Students will be able to create public relations plans appropriate to the audience, purpose, and context (CPO 2,3,4).

### **Assignments**

<b>Assignments</b>	<b>Grades</b>
<b>Learning Objectives Paper</b>	5%
<b>Short Answer Quizzes</b>	15%
<b>Content Creation Presentation</b>	10%
<b>PR Plan</b>	50%
<b>PR Plan Presentation</b>	15%
<b>Class Participation</b>	5%

**Learning Objectives Paper (5%):** (Due on 8/27, 11:59 pm). You will write a one-page (250 words) paper about what you expect to achieve by the end of the semester after going through the syllabus and class REVEL site.

**Short Answer Quizzes (15%):** All quizzes will be made available one week before the deadline and will be due before the class time. They will have one to three short answer questions.

- Quiz 1, opens on 8/31, 9:30 am, due on 9/5 9:30 am
- Quiz 2, opens on 9/7, 9:30 am, due on 9/14 9:30 am

- Quiz 3, opens on 9/21, 9:30 am, due on 9/28 9:30 am

**Content Creation Presentation (10%):** There will be four groups, presenting the content creation strategies discussed in Chapters 13 through 16. You will be assigned to your groups randomly, present a summary of the chapters to your classmates, and introduce an exercise to develop our content creation skills on Week 12.

**PR Plan (50%):** In this course, we will create a PR Plan, composed of five sections. You will start each PR Plan component in class during our workshops and will have until Sunday to finalize your work.

**Part 1:** Choose your client (Due on 10/1, 11:59 pm)

**Part 2:** Propose your research plan (Due on 10/8, 11:59 pm)

**Part 3:** Stakeholders (Due on 10/22, 11:59 pm)

**Part 4:** Audience (Due on 10/29, 11:59 pm)

**Part 5:** Strategic and Tactics (Due on 11/12, 11:59 pm)

**PR Plan Presentation:** You will present your PR plan in class during Weeks 14 and 15. Note that you will be meeting with me individually about your PR plans on Week 13.

**Class participation (5%):** You will be graded on your attendance and participation in class discussions.

***General Guidelines:***

- Absolutely no late submissions. Do not forget the “due dates” on the syllabus are deadlines. You can submit your papers before the deadline. Please be prepared for computer crashes, file corruptions, sicknesses, family emergencies, etc. and do not wait until the deadline to submit your work.
- All assignments should be submitted via EagleWeb.
- All papers should include a title as well as date, course number, and your name at the top of the first page.
- The only accepted file extensions are doc, docx, and pdf.
- The files should be named YourLastName\_CourseCode\_AssignmentName (e.g. McDonald\_COM311\_PRPlanPart1.docx)
- All papers should be proofread for spelling and grammatical errors.
- All papers should be formatted Times New Roman, font size 12, double-spaced.
- One page roughly means 250 words.
- Further information about the assignments and grading will be given during our classes and via EagleWeb.

**Weekly Schedule**

**\*\* As the instructor, I reserve the right to modify this syllabus throughout the semester if necessary. \*\***

<b>Week</b>	<b>Date</b>	<b>Readings and In-Class Activities</b>	<b>To-Do</b>
<b>Week 1</b>	<b>8/22</b>	<b>Course and Syllabus Review</b>	<b>Register for the class site</b>
	<b>8/24</b>	What is PR? Read: Textbook, Chapter 1.	<b>Learning Paper</b>
<b>Week 2</b>	<b>8/29</b>	The Evolution of PR Read Chapter 2 Read: Ivy Lee <a href="http://www.behindthespin.com/features/ivy-lee-and-the-origins-of-the-press-release">http://www.behindthespin.com/features/ivy-lee-and-the-origins-of-the-press-release</a>	
	<b>8/31</b>	The Evolution of PR Read: Chapter 9 Watch: The Century of the Self, Part 1 <a href="https://www.youtube.com/watch?v=DnPmg0R1M04">https://www.youtube.com/watch?v=DnPmg0R1M04</a>	
<b>Week 3</b>	<b>9/5</b>	Ethics and Professionalism Read Chapter 3	<b>Quiz 1</b>
	<b>9/7</b>	Careers in PR Read Chapter 4	
<b>Week 4</b>	<b>9/12</b>	Cancelled	
	<b>9/14</b>	Planning Read Chapter 6	
<b>Week 5</b>	<b>9/19</b>	RACE – ROPE and others Read: <a href="https://www.nku.edu/~turney/prclass/readings/process_acronyms.html">https://www.nku.edu/~turney/prclass/readings/process_acronyms.html</a>	<b>Quiz 2</b>
	<b>9/21</b>	PR for Entertainment, Sports, and Tourism Read: Chapter 18	
<b>Week 6</b>	<b>9/26</b>	PR for Politics and Government Read: Chapter 19	
	<b>9/28</b>	PR for Nonprofit, Health, and Education Read: Chapter 21	<b>Quiz 3</b>  <b>PR Plan Part 1: Choose your client</b>
<b>Week 7</b>	<b>10/3</b>	Research in PR Read: Chapter 5	
	<b>10/5</b>	Research Workshop	
<b>Week 8</b>	<b>10/10</b>	Research, Measurement, Assessment, Evaluation Read: Chapter 8	
	<b>10/12</b>	<b>Fall Break</b>	

<b>Week 9</b>	<b>10/17</b>	Research Workshop	
	<b>10/19</b>	Research Workshop	<b>PR Plan Part 2: Research Plan</b>
<b>Week 10</b>	<b>10/24</b>	Stakeholders Read: Chapter 10	
	<b>10/26</b>	Stakeholder Workshop	<b>PR Plan Part 3: Stakeholders</b>
<b>Week 11</b>	<b>10/31</b>	Audience Analysis Read: Chapter 11	
	<b>11/2</b>	Audience Analysis Workshop	<b>PR Plan Part 4: Audience</b>
<b>Week 12</b>	<b>11/7</b>	Strategies and Tactics Read: Chapter 9	
	<b>11/9</b>	Strategies and Tactics Workshop	
<b>Week 13</b>	<b>11/14</b>	Content Creation Presentations and Discussions	<b>In-class Presentation</b>
	<b>11/16</b>	Content Creation Presentations and Discussions	<b>In-class Presentation</b>  <b>PR Plan Part 5: Strategies and Tactics</b>
<b>Week 14</b>	<b>11/21</b>	PR Plan Presentations	
	<b>11/23</b>	<b>Thanksgiving</b>	
<b>Week 15</b>	<b>11/28</b>	PR Plan Presentations	
	<b>11/30</b>	PR Plan Presentations	

### **Classroom Policies**

**Professionalism:** The classroom is at the heart of higher education experience and should be seen as a formal setting of interaction between students and faculty. You are expected to be professional, and courteous at all times. You should not engage in any behavior that might disrupt your professor or your classmates.

Examples of such behavior include arriving late, departing early, interrupting speakers, and using electronic devices for non-class purposes. If you need to arrive late or leave early or you need to be online / have your phone on for any reason, **please consult with me before the class starts.**

***Readings / Flipped Classroom:*** You are expected to read all the assigned readings, including the syllabus. You might be required and/or expected to refer to all the materials assigned, even if we did not discuss them in class. Our classroom type will be devoted to exercises, discussions, and projects that assume you have completed your readings and other assigned exercises **before coming to the lecture.**

***Academic Integrity:*** Familiarize yourself with Reinhardt University's policies on academic dishonesty which can be found in the Student Handbook. There will be zero tolerance to integrity code violations, including cases of plagiarism. If you have any questions about plagiarism or citations, consult the APA style guide (<http://www.apastyle.org/>) or your instructor before you submit your assignments.

***Attendance:*** You are expected to attend all classes. Please be present in the classroom before the lecture starts. Two missed classes (or four late arrivals or a combination) will result in lower participation grades. Although it is not required, most students send their instructor a brief e-mail to explain their absence in advance.

***Participation:*** In class discussions, there are no "right" or "wrong" answers. Rather, we seek thoughtful contributions. You will be evaluated on the quality (not quantity, but quality) of your insights. A high "quality" insight offers a different yet relevant point of view, is open to criticism, and moves the class discussion forward. If you find it uncomfortable to speak up in class, please arrange a meeting with your instructor.

***Support for Academic Success:*** Please note that Reinhardt University provides tutoring support for its students through The Center for Student Success (CSS). CSS is located in room 35 of the George M. Lawson Academic Center. Whether those tools involve professional guidance on resume and cover letter writing, interviewing or help in organizing papers, budgeting time, and studying skills, the center operates free of charge to all Reinhardt University students.

***Students with Disabilities:*** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. This legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of Lawson Building. To receive academic accommodations for this class, please obtain the proper ASO letters.